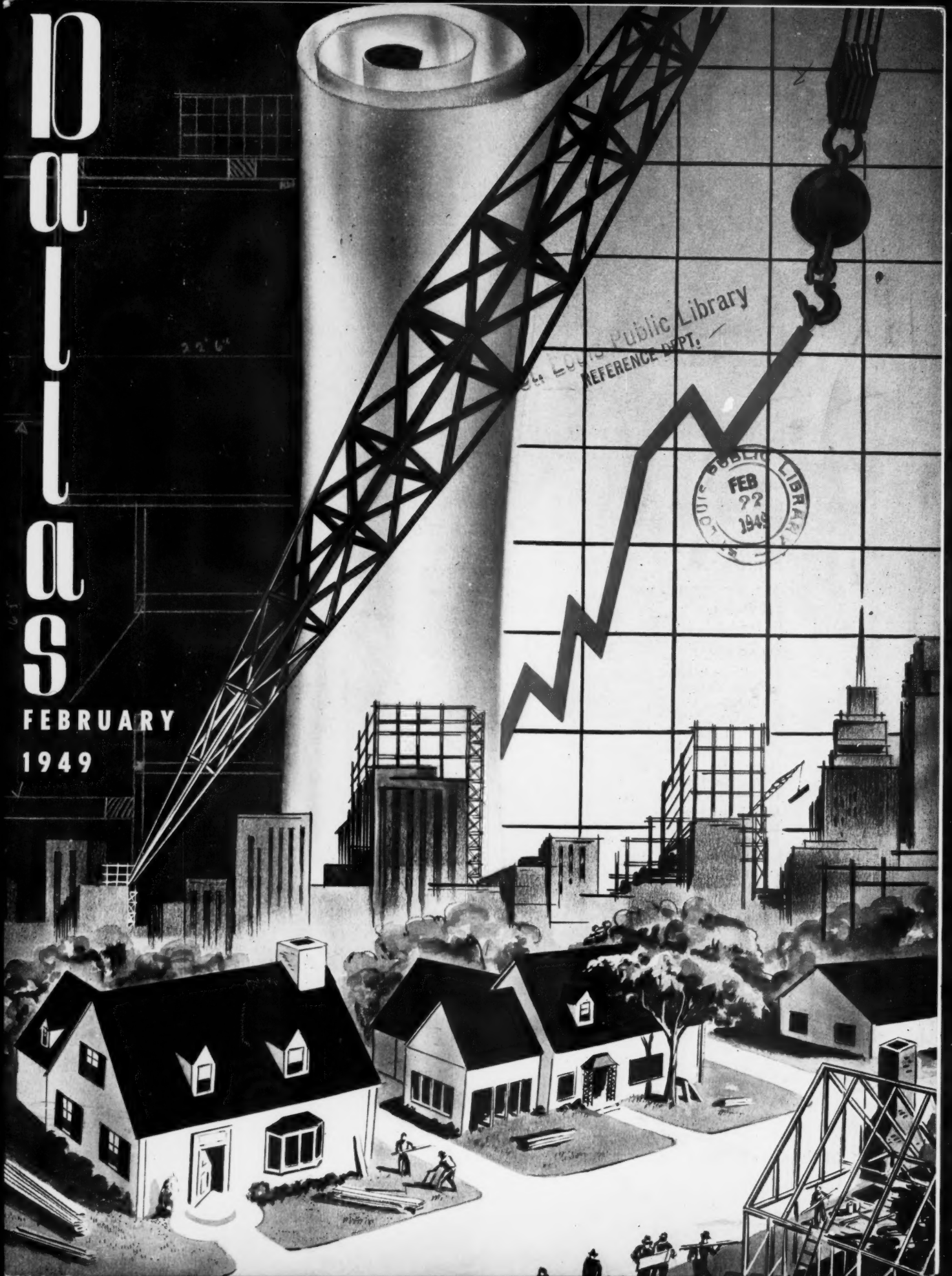


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In the early 80's, when the group pictured above was photographed in front of the then new Murphy & Bolanz Building, Dallas real estate men were already in the forefront among business leaders working together for the city's development. Shown at the extreme right is J. P. Murphy, founder in 1874 of the real estate firm of Murphy & Bolanz. Charles F. Bolanz, pictured next to Mr. Murphy, entered the business as a partner in 1878. The building shown was located at 721 Main Street on a site at Martin Street now used as a parking lot. At that time the firm featured acreage on Gaston Avenue as an investment, with paving planned for Swiss Avenue. The firm was also then engaged in making a new city map, copies of which sold for \$1 each. Bolanz & Bolanz recently moved from the Baker Hotel into new quarters at 213 Browder Street.

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★
FEBRUARY, 1949
Vol. 28 No. 2

Dallas

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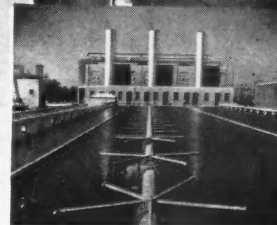
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WASHINGTON

By DALE MILLER

Representative of the Dallas Chamber of Commerce
in the Nation's Capital

The Truman Trend . . .

THE agreeable but strenuous inaugural festivities spanned the greater part of January, but Washington required little time thereafter to level off on its normal plane of activity, which is usually feverish enough anyway, and it is now possible to evaluate some of the trends which will be making political history during the next several months. The Truman program is being advanced along a broad front in a rather receptive Congress, but how much of it can be achieved, and how quickly, is a question which only the ensuing months can answer. Although the hazards involved in making political predictions were rather embarrassingly demonstrated last November, it is nevertheless true that facts make forecasts, and there are certain facts available in the present situation on Capitol Hill which can be interpreted in their relation to legislative prospects during the months ahead.

To begin with, one fact which should not be discounted is the President's personal eminence, a "new look" which was won the hard way during the hectic political campaign. Many a Democratic nominee for Congress was swept into office on the tidal wave, and this grateful group constitutes a willing nucleus of support, primarily in the House but also to a considerable degree in the Senate. Not only are their predilections liberal, but they are susceptible to leadership, that is, to the organizational control and direction of the experienced titular leaders of the Congress. Many of them are young, ambitious, and party-minded. They are likely, in political parlance, to "go along" with the Administration, rather than to exercise independent judgment with respect to each particular issue.



DALE MILLER

Another important fact is that the House leadership, in the early days of the new Congress, engineered some shrewd procedural changes which will prove extremely useful in expediting consideration of Administration measures. For many years the powerful Rules Committee, which channels all legislation from the various Committees to the House floor, managed to bottle up a number of liberal measures sponsored by the Administration; and thus a coalition of Republicans and conservative Southern Democrats in the Committee successfully instituted a delaying action against the Roosevelt-Truman program. With votes to spare in the new Congress, however, the House leadership early in January forced through a provision which in effect deprives the Rules Committee of the power to withhold a bill from floor consideration for a longer period than three weeks.

Moreover, the House leadership took out further insurance by loading both the Rules Committee and the Ways and Means Committee with Democrats "friendly" to the Administration program. The change-over from a Republican 80th Congress to a Democratic 81st Congress provided a large number of vacancies for Democrats on all House Committees, and on those two particular committees the House leadership was careful to dictate the selection of Administration supporters. The significance of this action with respect to the Ways and Means Committee lies in the fact that the majority members of that group act for the Democrats as the "Committee on Committees." In other words, the Democratic members of the Ways and Means Committee are empowered to fill majority party vacancies on other committees, which leaves many a Democrat hopeful of a favorable committee assignment at the mercy of his Ways and Means colleagues. And the "seniority" of each supplicant is not always sufficient protection against favoritism.

All of this political maneuvering took place before any legislation was considered by the new Congress, but it is clearly evident that the Administration program should enjoy easier sailing in the House. Not only is the Democratic majority numerically impressive, but it is more cohesive than such majorities have been in recent Congresses, although considerable dissidence will still be in evidence among Southern conservatives. Furthermore, the Republican strength has been not only decimated but demoralized. All of this does not mean that the Truman program will breeze through a docile House; there will be stubborn opposition and occasional reversals. It seems clear, nevertheless, that the House is more receptive to the enactment of "liberal" legislation than at any time since the early years of the New Deal.

It may be said in passing that the coup which divested the Rules Committee of most of its power has a rather ironical aspect. To a number of Democrats it may yet take on the proportions of a pyrrhic victory. In recent years many Democrats, while publicly rebuking the Rules Committee for its autocratic suppression of some Administration measures, have privately enjoyed the political comfort of being relieved from the responsibility of voting on them. This was especially true with respect to social welfare legislation, which often exerts sufficient political appeal to compel the support of many members who inwardly are dubious of its merits. In the recent divestiture of the Rules Committee's power, therefore, was the concomitant elimination of some political self-protection, insofar as many of the less liberal Democratic members of Congress are concerned.

Be that as it may, the Administration leadership is today in firm control of the House. The Speaker is more than ever the most powerful man in the Government, with the single exception of the President himself, and his lieutenants are in key positions of influence and responsibility. Cleavages will inevitably appear from time to time—even the Speaker will occasionally be in conflict with Administration policy on such issues as the tidelands dispute—but with regard to the Administration program as a whole the strong House leadership and the disciplined legislative machinery should be ample to effect and maintain control.

In some respects a similar situation prevails in the Senate, where the turnover in personnel was not only numerically large but politically significant. It

(Continued on Page 90)



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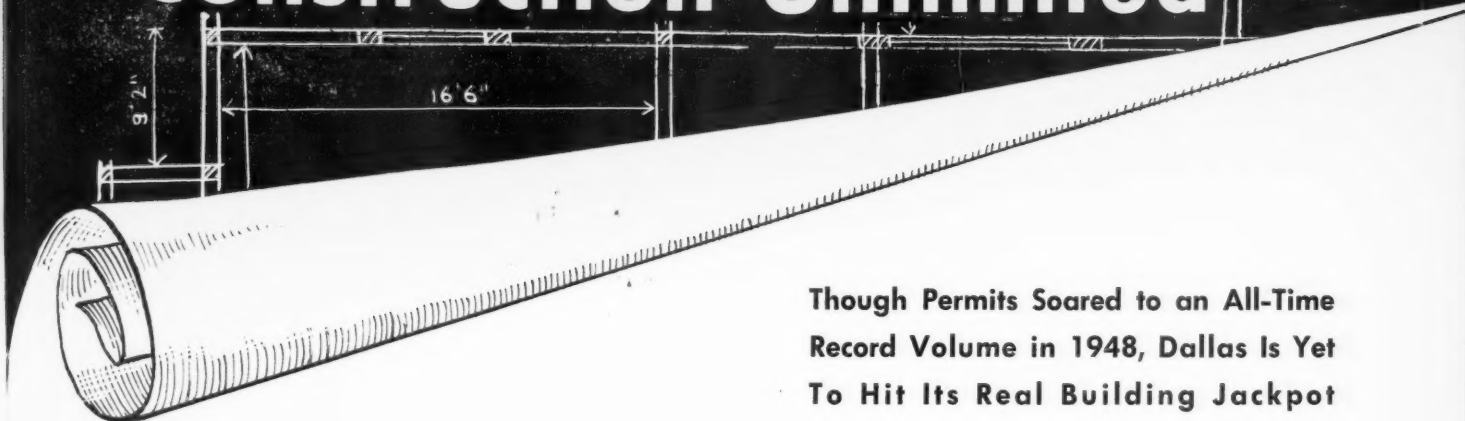
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Construction Unlimited



Though Permits Soared to an All-Time Record Volume in 1948, Dallas Is Yet To Hit Its Real Building Jackpot

By Seth Wissman

WALK down any street in Dallas and the chances are you will see a building of some kind that has been recently completed, enlarged, or remodeled, or is just going up.

This sums up, quite simply, a year of construction in Dallas that generated more projects than ever before and ranked the city fifth in the nation in the number of building permits issued.

Of unprecedented size, this construction program runs on with no signs of abating, and though Dallas in 1948 had its biggest building year to date the greatest expansion is yet to come. Anyone must be struck sooner or later with this conclusion in projecting the post-war construction record into the foreseeable future on the basis of the demand for still more building as one of the main impellents of Dallas' growth to a city of a million people by 1970. This is the population forecast of T. C. Forrest, Jr., consulting engineer to the waterworks.

Last year in the face of labor, material,

and cost problems, Greater Dallas gained nearly 50 per cent over the previous record-high year in the dollar value of building permits issued—\$87,313,804 in 1948 as against \$58,457,546 in 1947*. This high level of construction activity was reached despite the fact that reluctance to build during a period of inflation and market uncertainty kept many multi-million-dollar projects on the planning boards.

But now, worker and material problems are diminishing. The inflation spiral, the remaining big stumbling block, appears to be running down. Many more

industrial structures, office buildings, hotels, homes, schools, public works, and other construction essentials will need to be added by a city that will more than double its population within 21 years.

For Dallas, this spells out "Construction Unlimited."

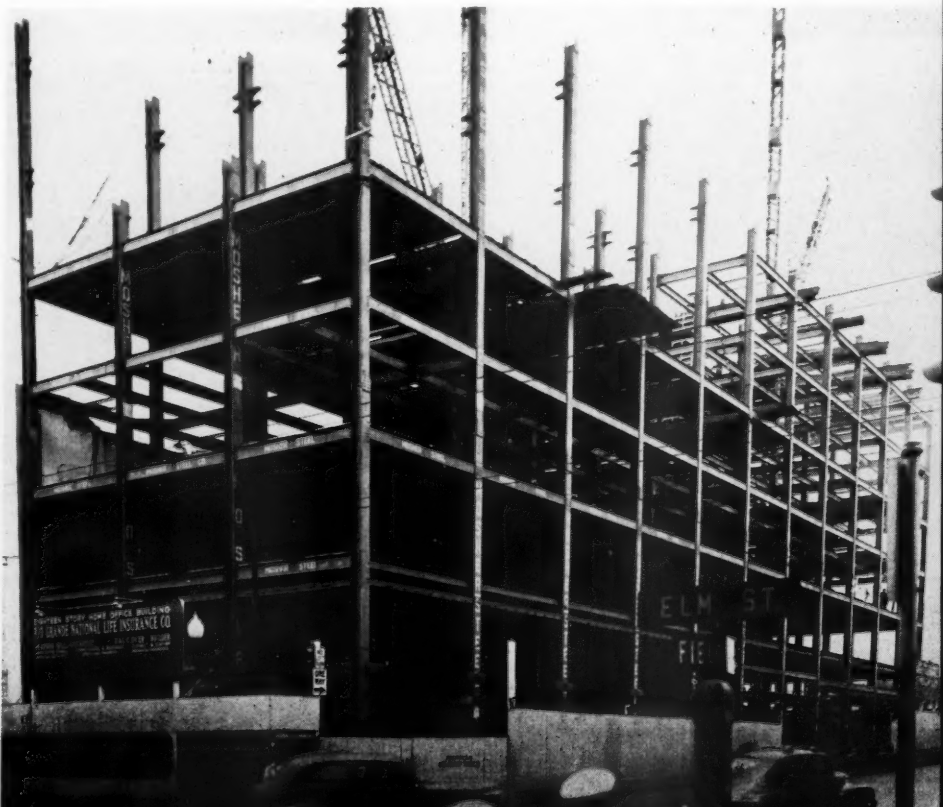
So, with the advent of more stable economic conditions, Dallas will roll its sleeves up still higher and apply itself more vigorously to the job of getting ready for that million population. This means that Dallas, unlike many another section of America where builders have about equilibrated supply and demand,

MEN AT WORK on construction projects of all kinds, little and big, such as the 18-story Rio Grande National Life Insurance Company Building, pictured below, is a common sight all over Dallas.

—Photograph by Squire Haskins.

*Contract awards reported by F. W. Dodge Corporation for residential building in Dallas totaled \$65,227,000 in 1948 as compared with \$62,661,000 in 1947, a gain of \$2,566,000 or 4 per cent. Non-residential building contract awards amounted to \$45,525,000 in 1948 as against \$34,474,000 in 1947, an increase of \$11,051,000 or 32 per cent. Total building contract awards were \$120,724,000 in 1948 as compared with \$109,168,000 in 1947, a gain of \$11,556,000 or 10.58 per cent for the year. Dallas built 8,508 single-family residential units in 1948 as against 7,103 in 1947, an increase of 1,405 units or 19.78 per cent. Dallas' volume of new mortgages and renewals amounted to \$183,738,328 in 1948 as compared with \$160,568,724 in 1947, a gain of \$23,169,604 or 14.42 per cent. Real estate transfers added up to \$165,762,071 in 1948 as compared with \$209,491,749, a decrease of \$43,729,678 or 20.87 per cent.

DALLAS • FEBRUARY, 1949





NEW FREIGHT TERMINAL for Texas & Pacific Railway, pictured above under construction, is one of 45 new structures either completed or started in the Trinity Industrial District in 1948. The 1,548,000-square-foot terminal is expected to be completed by mid-year at a cost of \$1,500,000 for the entire project. The main building will provide more than 100,000 square feet of floor and dock space. Wyatt C. Hedrick is architect and engineer on the project.

FUTURE HOME of Briggs-Weaver Machinery Company is shown under construction, below, at Hines Boulevard and Amelia Street and is scheduled to be completed by July 1 at a cost of \$420,000. The new plant, a one-story structure being erected by O'Rourke Construction Company, will house the company's offices, warehouse, and shops.



will see a substantial increase in large building projects, believes Julian Capers, Jr., managing director of the Dallas Chapter of the Associated General Contractors of America.

"The decrease in inflationary pressures will help rather than hurt commercial construction," said Mr. Capers. "Dallas has been blessed with far-sighted owners who have gone ahead in spite of inflation, but there is still a great backlog of needed commercial construction. The more conservative concerns have been waiting for a more stable economy."

Looking Forward.

But what will happen this year? And how will Dallas compare with the rest of the nation?

O. O. Paulsell, manager of the Dallas regional headquarters of F. W. Dodge Corporation, a fact-finding organization for the construction industry, makes clear that, although experts estimate a general, though moderate, decline in building throughout the nation, the position of the Southwest in relation to the nation at large has for some years been unique. He points to a continuing upward swing in construction activity in the Southwest due to continuing population increases and commercial development.

"There are two big factors that may affect construction activity in Dallas," he adds. "First, an unfilled construction demand in this area that continues to be very large; and, second, a momentum of growth and an aggregation of business vitality and resourcefulness that mark off the Dallas area as exceptional at this time."

The Labor Outlook. Mr. Capers views Dallas' labor situation optimistically and points out that many skilled workers and laborers have migrated to the Dallas area in the post-war years. Until recently, the great volume of residential construction

and shortages of such materials as sheet-rock wallboard have brought about an unusual demand for plasterers, latherers, and bricklayers, all skilled workmen important to commercial construction. Today, some leveling off in residential building and the availability of materials have served to increase the labor pool for commercial enterprises. Also, the lessening of the cost of living and of inflationary pressures have already resulted in some wage decreases.

Building Materials Outlook. Since the immediate post-war periods of great scarcities and the black and gray markets, the situation as regards the availability of building materials has greatly improved. There are some material shortages, advises Samuel Ellsberry, president of the Dallas Chapter of the Producers' Council, but they should not have any great effect on building in the Southwest, he believes.

Cement, steel, and aluminum are the three major materials still on the scarce-supply list, reports Mr. Ellsberry. Aluminum is very hard to get because of large Government quotas which tie up about 70 per cent of all production. Cement is a scarce item on a national basis, but, since the Dallas area is a cement manufacturing center, it is virtually assured of an adequate supply.

The availability of steel seems to be the outstanding material problem, but Mr. Ellsberry believes that the decline in construction in many other sections of the nation and the rapid increase of such activity in the Southwest will assure larger steel quotas for the Dallas area.

Growing Pains.

Essential public construction follows almost simultaneously with other expansion. Too much of a lag between the two can bring an unnatural halt to progress.

"Inflation or no inflation, public construction in Dallas cannot afford to wait," commented Mr. Capers. "Dallas is bursting out at the seams, and the city must do something regardless of cost. Water, sewerage, paving, all are current necessities."

Water Works Expansion. "In the next four years Dallas' water department plans to spend \$40,000,000, if the debt ceiling is raised!" K. F. Hoeft, director of Dallas' waterworks, mentioned this huge figure without revealing a trace of hesitation.



OFFICE BUILDING pictured under construction at left is the 15-story, \$3,000,000 Mercantile Securities Building going up at 1800 Main Street adjacent to the Mercantile Bank Building, with which the new skyscraper will conform in appearance. William D. Reed, Jr., is the architect and Henger Construction Company is the contractor. A. W. Brunson is the masonry contractor. Shown in the foreground is the excavation work going on for the erection of the seven-story Mercantile-Commerce Building, four of whose stories will be underground for parking facilities. It is being built on a site bounded by Commerce, Jackson, St. Paul, and Prather Streets at a cost of \$1,650,000. Walter W. Ahlschlager is the architect and Vilbig Bros., the general contractors.

He was asked: "What if the debt ceiling is not raised?"

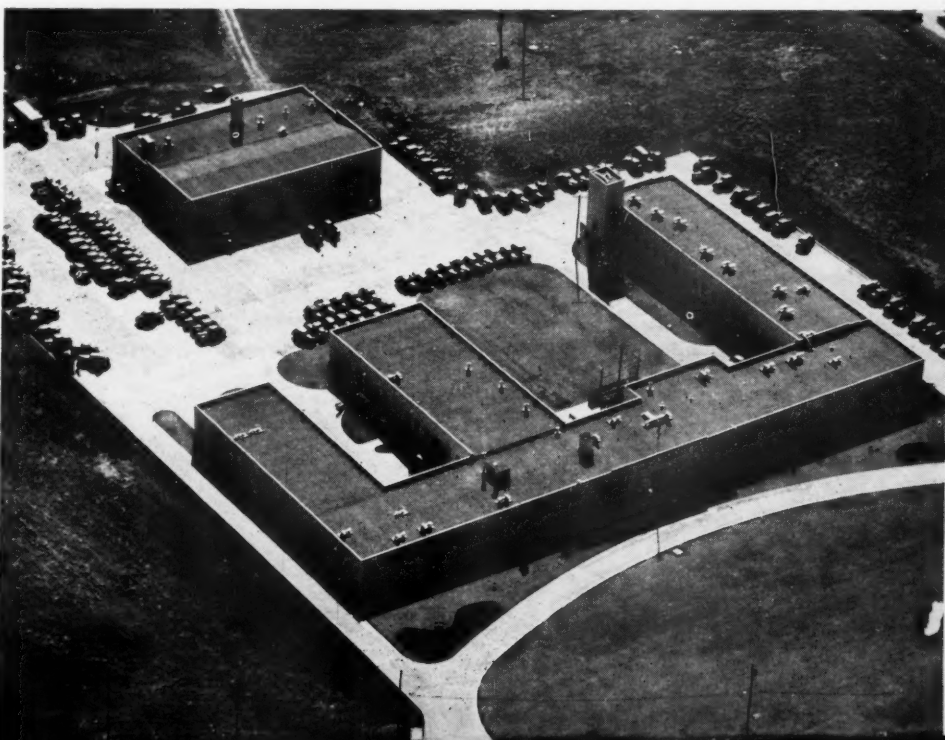
Answered the waterworks chief: "Then Dallas will stagnate."

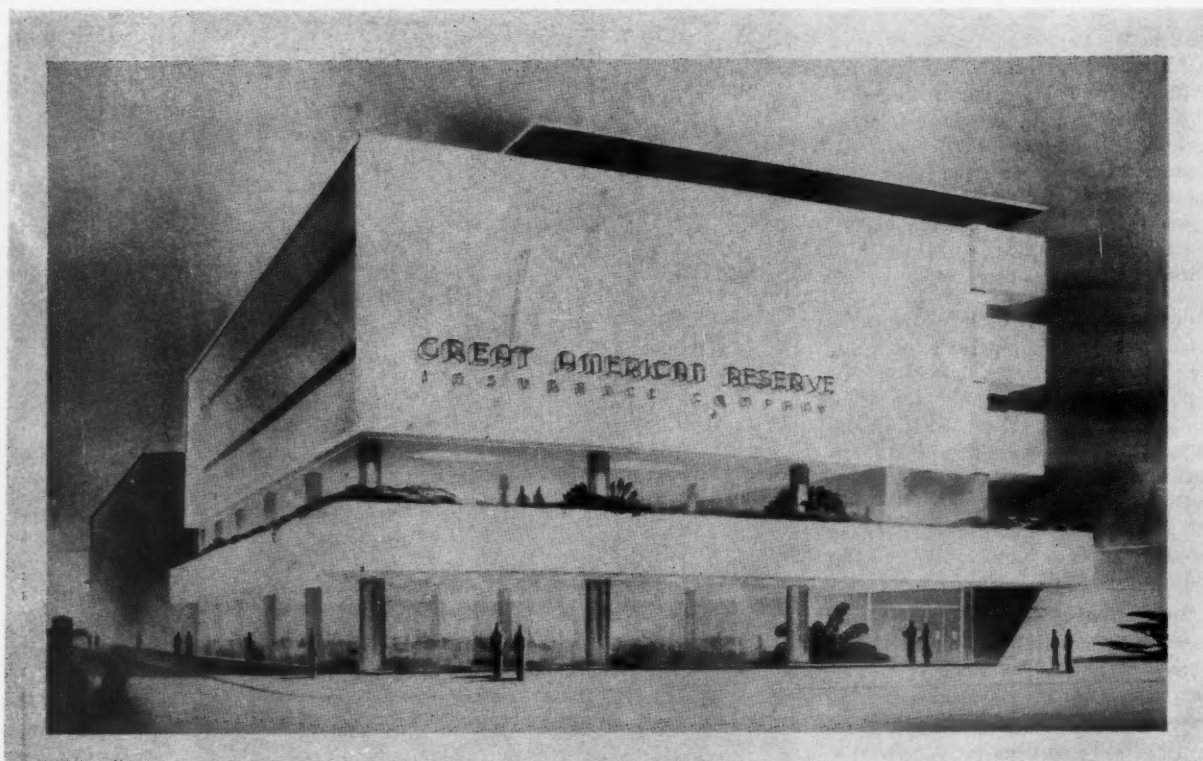
Then Mr. Hoeft explained that these planned expenditures would not be for luxury items but for pressing needs of a city that has rapidly outgrown its present water system and must also catch up

on projects that could not be provided during the war years. Plans call for the expenditure of 20 million dollars for waterworks improvements during the next two years. Some of the 20 million will go for a water purification plant and pumping station with a daily capacity of 90 million gallons, which will almost double the city's present output.

PRODUCTION LABORATORIES of the Atlantic Refining Company, shown below, were completed in 1948 at a cost of \$2,000,900. Located on Lemmon Avenue in the Airlawn Industrial Area, the building provides 47,000 square feet of floor space.

—Photograph by Squire Haskins.





Eventually, this water plant will be three times as large as the present one. Two and a half million dollars more will give Dallas a new sewage disposal plant addition that will add about 60 per cent more capacity to the present operation.

Five million additional dollars of city funds will be combined with Federal funds for the construction now under way of the Trinity River Grapevine and Garza-Little Elm reservoir projects. Each of these reservoirs will have over twice the capacity of Lake Dallas, present source of Dallas' water supply.

Mr. Hoeftle smiled in anticipation of the completion of these projects and added that they would surely mean lots of good fishing and boating for Dallasites. A park development program along the shores of the new lakes is also hoped for.

In order to anticipate its future needs, the water department is continually conducting intensive studies of the probable future consumption of water and future sewage disposal needs of Dallas. The department must always look ahead, because the need for additional water is the first growing pain of this expanding city.

Schools and More Schools. Sculptor Jose Martin has executed a "dream" scale model of the Southern Methodist

NEW HOME OFFICE BUILDING of the Great American Reserve Insurance Company is pictured above as it will look when completed at Olive and Live Oak Streets. The structure of reinforced concrete will contain 40,000 square feet of space in the initial four-story unit, and with an eight-story addition to be built at a later date will provide a total of about 120,000 square feet. Initial outlay for the home office building will be \$722,000, including \$122,000 for the site.

University campus as it may look 10 years from now. It may be that much of this proposed construction is still in the "misty" stage, but enough of the expansion is definite to represent more than a 100 per cent increase in permanent S.M.U. buildings when present work and work expected to begin this year is completed.

Over two million dollars will be spent on S.M.U.'s new Fondren Hall of Science, now under construction. It will have 50 per cent more floor space than any building now on the campus, include the latest in laboratories and equipment, and will house the biology, chemistry, geology, geography, and physics departments.

Associated geometrically in quadrangle style will be the seven buildings, six of which are now under way, of the Perkins Theological Quadrangle. Between two and three million dollars will pay for a 450-seat chapel complete with a minister's office, choir room, and an organ; an administration-classroom building with a large social and recreation room; a 77-man dormitory for single ministerial students; and two apartment-

house style dormitories for married students.

Two legal buildings, costing around two million dollars, are also planned for construction at S.M.U., beginning this year: The building of the Southwestern Legal Foundation and a lawyers' building. Scheduled for construction soon is a \$450,000 girls' dormitory.

An increased pupil capacity of many hundred students is expected this fall when the Dallas Independent School District completes five building projects, reports Bryan Adams, school district business manager. Costs on the Cockrell Hill, Cement City, Sidney Lanier, C. F. Carr, and Maple Lawn projects will total \$3,835,000. Scheduled next for construction are the Clinton P. Russell and the Lelia P. Cowart Schools, which will cost around \$1,400,000.

Six more projects are planned for 1949: The new South Oak Cliff High School, a new school for handicapped children (the school board prefers to call them "extraordinary" children), an addition to Forest Avenue High School, an addition to Booker T. Washington



ARCHITECT'S SKETCH shows how first two floors of Magnolia Building will look when \$500,000 remodeling project is completed on the structure at Akard and Commerce Streets. The two floors and the basement are being modernized as new quarters for the Dallas Federal Savings & Loan Association, now at 1411 Main Street. The exterior of the building will be faced with blue-pearl granite imported from Sweden, and aluminum windows and doors will be installed. George L. Dahl is the architect and engineer. Henry S. Miller Company, realtors, handled all negotiations for the loan association and the Magnolia Building officials.

High School, an addition to the Preston Hollow Elementary School, and a physical education building at Sunset High School.

Equipment costs, which are not included in the construction breakdown, will represent an additional 5 to 10 per cent of total construction costs. The expanded facilities will require more teachers, administrative personnel, and maintenance crews. Thus, construction sets up something of a chain reaction. Each phase of it generates more and more needs.

Downtown Story.

This section cannot, because of space limitations, present the complete downtown story of Dallas construction, but, as a cross-sectional survey of projects being started, or on the planning boards, it can point up the tempo of building activity and indicate the extent of the many-sided downtown program. It begins with a report on a vision that is headed toward reality.

The Merchandise Mart. When completed at its announced location at Austin and Young Streets, the Merchandise Mart will become a Southwestern institution in commodity distribution. It will permit centralized, unified buying with a maximum of convenience for both buyer and seller.

The Merchandise Mart will be an air-conditioned city within itself, reports R. A. McGarry, vice president of Merchandise Mart, Inc., which will erect the structure. Inside will be restaurants, barber shops, drugstores, flower shops, and specialty shops. All services will be for the convenience of those whose business takes them into the Mart.

The cost of this project? Between seven and eight million dollars. The returns? For Dallas, they will probably be immeasurable. There will be many beneficiaries: Hotels, restaurants, transportation concerns, theaters, manufacturing firms of all sorts, and all types of new enterprises ranging from ticket agencies to baby sitting services that will

likely spring up in response to needs arising out of the Mart's operation.

The Mart plans to set aside space to accommodate the transient, periodical merchandise shows that now must use valuable hotel space for their showrooms. But the main purpose of the Mart, Mr. McGarry points out, will be to encourage the establishment of permanent exhibits and displays in an estimated 50 to 75 different markets for continuous, year-round presentation. Such display rooms and sales offices, to be installed by large manufacturing and wholesaling concerns, will cost each firm several thousands of dollars. This permanent arrangement, which will also provide 140,000 square feet of warehouse space for the carrying of permanent inventory, is expected to help regionalize many markets in Dallas that now require buyers from the Southwest to travel to the East and Middle West.

The builders of the Merchandise Mart are planning that it be so designed that wholesale shoppers arriving at market time from all parts of the Southwest will be able to accomplish their missions with a minimum of effort and a maximum of utility. Even the location of merchandise within the Mart will be planned according to like markets to allow buyers in



1946.

Air view shows appearance of the Trinity Industrial District at the time of its formal opening in September, 1946, with the start of work on the general offices and shops of the Continental Bus System.



1948.

By January 1, 1948, some \$2,000,000 had been spent on building construction in the Trinity Industrial District to give it the appearance shown above. Eleven firms had occupied new homes in the district.



1949.

Today more than 50 firms have moved into the Trinity Industrial District and some 35 concerns have buildings under construction or plan to start construction this year. About \$4,000,000 was spent on construction in 1948.

varied markets the greatest amount of convenience in planning their day.

Neiman-Marcus Expansion. Always one jump ahead of progress, Neiman-Marcus Company is planning an over-all increase in its facilities. The key to the Neiman-Marcus building program is in "the improvement and extension of our present service," commented Edward Marcus, vice president of the specialty store. Toward the increasing emphasis in suburban development, Neiman-Marcus will also contribute a town and country shop in Varsity Village, the new shopping center planned for construction at Preston Road and Northwest Highway, beginning this year.

Neiman-Marcus' downtown store will undergo an extensive building and remodeling program. The acquiring of a 63-year lease on the property presently occupied by Arthur A. Everts Company, plus the property on Commerce Street, now Neiman-Marcus' luggage shop, gives the store a total frontage of 175 feet on Commerce and 175 feet on Main. Plans are under way to incorporate both these areas into the main store and add three and possibly four stories over the total area.

This does not mean that all sorts of new departments will be added, Mr. Marcus emphasized. He went on to explain that his father, Herbert Marcus, Sr., the store's founder, visioned the store as one with elegant, distinctive spaciousness.

"This quality has been hard to maintain because of unprecedented post-war activity," Edward Marcus added. "An overcrowded store cannot render the service that is the Neiman-Marcus ideal." Therefore, planned expansions are for the purpose of gaining that extra spaciousness and serviceability.

Mr. Marcus outlined some of the improvements in mind: Larger, more luxurious customers' rooms in greater quantity. With these no longer mere fitting rooms, the customer can settle down in the one room for the full length of her shopping tour. Everything will come to her; the entire wardrobe could be purchased and fitted in comfort without necessitating her leaving the room.

The man's shop will be expanded to three times its present size. The children's department will be enlarged by three times, and a children's shoe and toy department will be added. Precious jewelry will be housed in a separate shop.

Employee facilities are due for complete renovation and enlarging. For both



PLANS for the construction of the 500-bed Veterans' Hospital at Dallas, pictured above, are being prepared by the Army Corps of Engineers and the Veterans' Administration. To be located at Harry Hines Boulevard and Inwood Road, adjacent to Southwestern Medical College, the project will include a 14-story main hospital building and seven additional buildings surrounding the main structure. Wyatt C. Hedrick is the architect.

customers' and employees' benefit, the present tearoom will be enlarged.

Permanent Building—Movable Interior. Fourteen stories of George Dahl's slim-lined, functional architecture will be ready by the middle of 1950 for the owners, the Texas Employers' Insurance Company and the Employers' Casualty Company.

L. W. Groves, chairman of the insurance companies' building committee, believes that this building will be among the most modern in the nation. The beautiful aluminum pilasters that will run vertically on the structure's facade will fulfill many other functions besides that of pure design. All of the angular columns will be hollow. Two-thirds of them on one side of the building and one-half on the other side will house all the vertical utilities lines in the building. This will include hot, cold, and chilled water pipes, electrical conduit, waste pipes, and air ducts. Remaining aluminum pilasters will contain the structural steel building

columns. This will be an outstanding example of the perfect blend of design and function.

There will be other remarkable features: The ceiling will be, with only one exception in Des Moines, Iowa, unique in the nation. Suspended two feet below the floor above, the ceiling of each story will be composed of uniform, metallic, rectangular units that may be removed or interchanged at will. The space be-

THREE OFFICE BUILDING additions to Dallas' skyline include (1) 11-story, \$2,000,000 Reserve Loan Life Building at Ervay and Federal Streets, into which tenants began moving this month; (2) 21-story, \$3,000,000 M & W Tower at Akard and Wood, built by Central Industries and now being occupied by tenants; and (3) 14-story, \$3,000,000 Employers Insurance Building, new home of Texas Employers Insurance Association and the Employers Casualty Company, for the erection of which excavation is now under way at Akard and Young Streets.

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tween the ceiling and floor above will be used as ducts for the heating and air-conditioning system. Removable, sound-absorbent pads in the interstitial ceiling-to-floor space can be arranged manually to give any desired course to the ducts. By removing the necessary ceiling unit, the ducts will enter the room at any determined point. Also, movable light fixtures of the same size and shape as the ceiling unit make it possible to arrange lighting conveniently in any part of the office as desired. This principle of amazing flexibility will be further carried out by the use of special flooring which provides both electrical and telephone connections at any location in the floor.

Rio Grande National. Steel framework on Field Street between Elm and Pacific will be, by next fall, the stone, aluminum, plate-glass, and granite facaded Rio Grande National Life Insurance Building, an 18-story, \$3,000,000 monument to Dallas' future.

R. W. Baxter, Rio Grande National president, says the company did not spare expense in planning the project.

"Everything is the best and most modern we could get," he added.

The building will be completely air conditioned. Electronic elevators will be equipped with an intercommunication

system extending to all parts of the building, and panels in the engineer's room will show the positions of the elevators at all times. Whether or not it is a vanishing feature is hard to say, but hallways will be largely extinct in the new Rio Grande National home. Three tenants will occupy about 80 per cent of the space, leaving only two or three public hallways in the entire structure.

Said Mr. Baxter: "It's really a private-public building." Hal C. Dyer is the builder and Grayson Gill, the architect.

Great American Reserve. Soft music, motion-picture facilities, a stage, club rooms, vast areas of plate glass, and special interior lighting will be some of the ultra-modern features of the four-story Great American Reserve Building to be built at Olive and Live Oak Streets. Plans call for an ultimate addition of eight stories. Following what seems to be a trend in current construction, all maintenance equipment will be housed at the top of the building.

Atlantic Refining. The Atlantic Refining Company is now framing for a two and a half million dollar, 10-story office building at Federal, Bryan, and Burlington Streets. Two extra stories at the top will include a penthouse and a fan house.

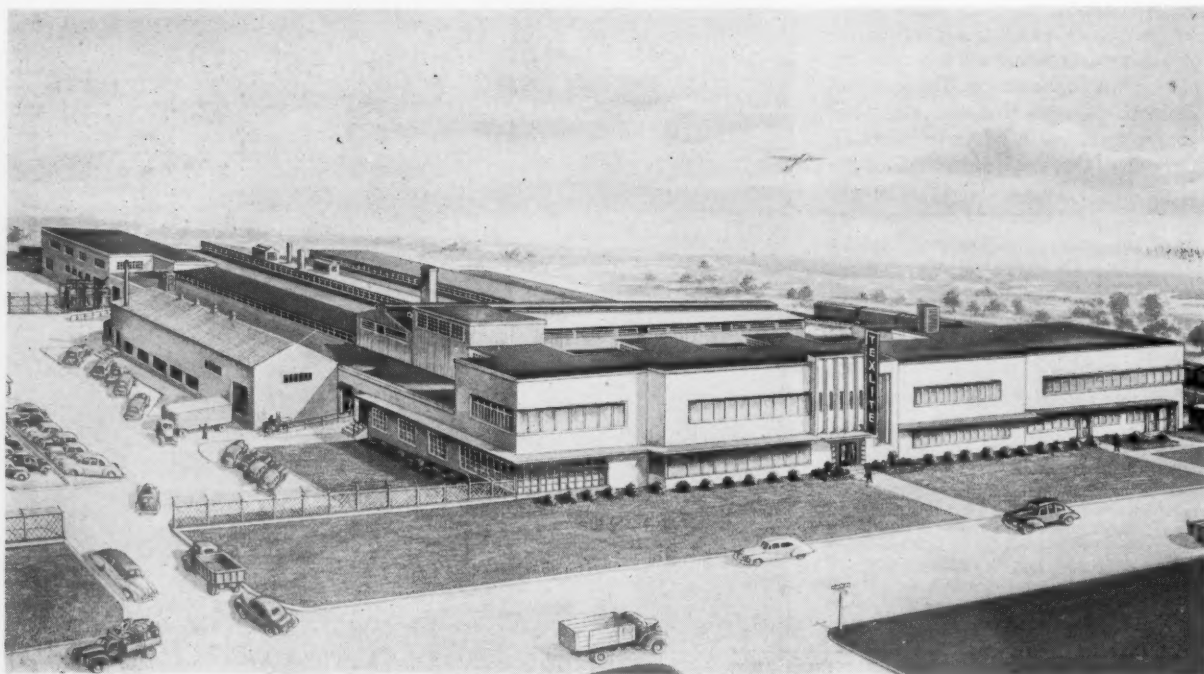
Wyatt C. Hedrick is the architect and Henry C. Beck, the builder.

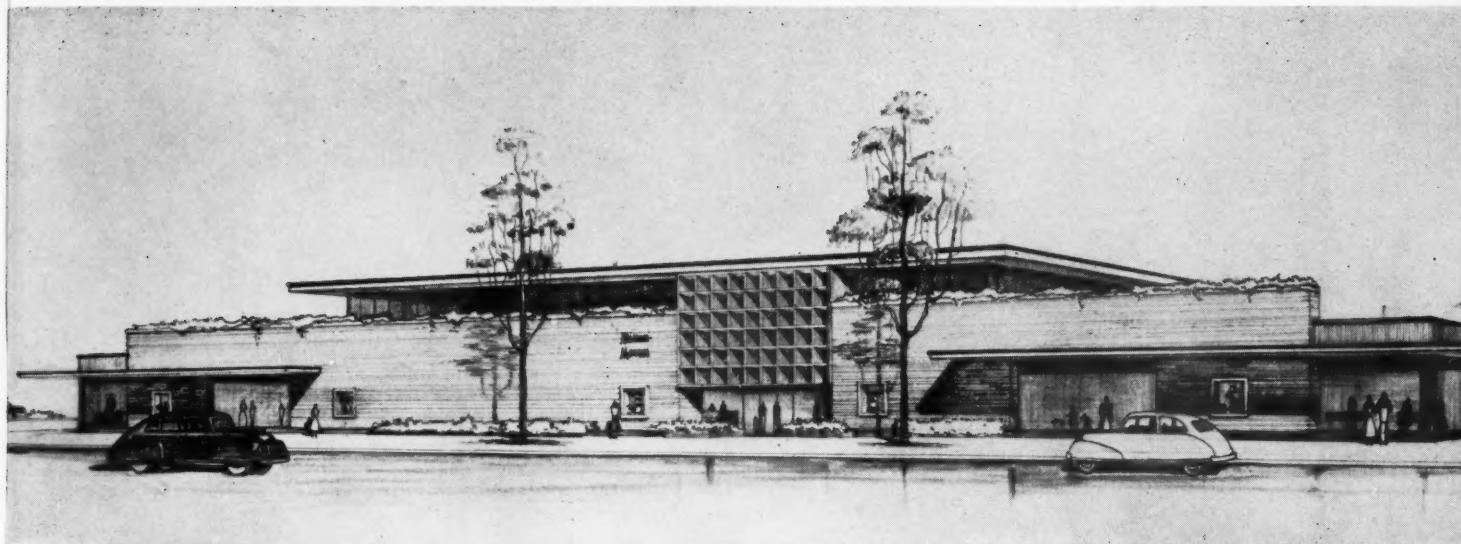
Lowich Building. The Dolph Construction Company is putting up at South Ervay and Corsicana Streets a million and a half dollar, five-story office building for Lowich Properties, Inc. The structure, to be known as the Lowich Building, will provide space for the Dallas regional office of the Veterans' Administration.

Scott Hotel. The 10-story, 153-room hotel now known as the Scott is undergoing a face-lifting which will convert it into a first-class hotel on a par with the best, reports M. A. Genaro, partner in the Genaro Realty Company, owner of the property at Houston and Jackson Streets. Plans call for a new name and a new atmosphere. Exterior improvements will include redesigning of the hotel front. New furniture and fixtures are being installed. George L. Dahl is architect for the improvement program.

Empire State Bank. Expansion plans have been announced by President Ellis C. Huggins of the Empire State Bank for the addition of 2,500 square feet to the lobby plus a second and third floor to be made into offices. Space for this expan-

NEW HOME of Texlite, Inc., is being completed at 3305 Manor Way at a total of \$1,000,000. The new, two-story plant, providing 114,000 square feet of factory and office space, will provide facilities for trebling Texlite's output. Grayson Gill is the architect, and O'Rourke Construction Company are the general contractors.





NEW SUBURBAN SHOP of Neiman-Marcus Company pictured above in drawing by Roscoe DeWitt and Arch Swank, architects, for the building, is scheduled for construction this year in Varsity Village on a plot 30,000 square feet facing Preston Road and extending from Wentwood to Villanova Drives. The store will conform to the general architectural plan of Varsity Village and will represent a total investment of about \$1,500,000.

sion has been provided by the leasing of adjoining property at 1804 Main Street, which will give the bank an additional 25-foot frontage on Main. Smith and Mills are the architects for the addition, and Cedric Burgher Construction Company, the contractor.

Plans originally announced by the Re-

public National Bank for the modernization of the present Republic Bank Building and the improvement of adjacent property on Elm Street have been dropped, reports Fred F. Florence, Republic National president, in favor of another expansion approach. New plans call for the erecting of a new, modern

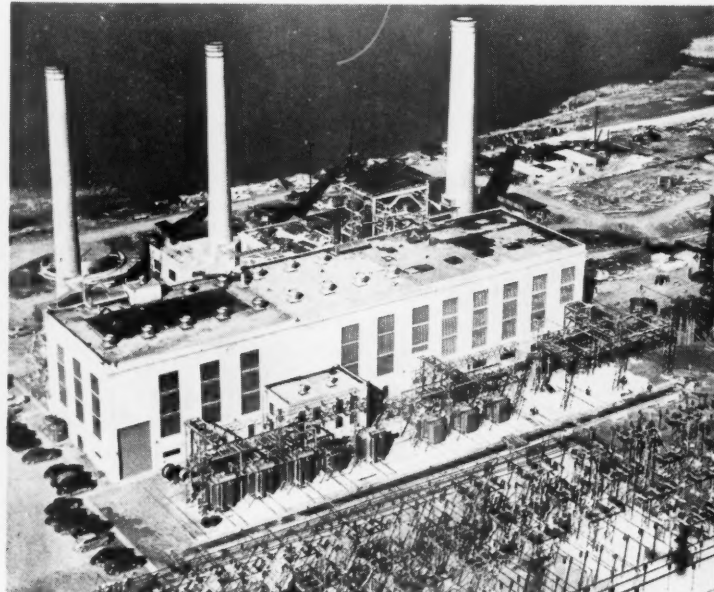
building on a new site, which the bank is now seeking to acquire.

New office buildings under construction have stimulated city-wide modernizing operations on older buildings. One of these is the half-million-dollar remodeling job scheduled for the Magnolia Building at Akard and Commerce Streets. Volk Bros. Company is remodeling its downtown store at 1806 Elm Street. Sweeping changes being made from the top floor to the basement will include a new front. Grayson Gill is the architect,

HUGE STORAGE BUILDINGS in \$5,500,000 project of Alford Refrigerated Warehouses are pictured nearing completion in Trinity River area at Cadiz Street. They are 1,760 feet long and 250 feet wide, including 15-foot dock along sides. One building is for frozen storage with 7,500,000 cubic feet capacity, and the other is for dry storage, is air-conditioned, and provides 400,000 square feet of storage space. A four-story office building for Alford headquarters will provide office space for food industries and include a 400-seat auditorium with kitchen for demonstrations.



THIS AERIAL VIEW of Dallas Power & Light Company's Mountain Creek power plant shows construction work well along on the installation of a new, giant 60,000-kilowatt turbine generator, scheduled to be completed by early summer. Construction work is to begin soon for the installation of still another generating unit—25,000 kilowatts—at this plant, due to be completed in 1950. This is only one phase of the company's expansion program which calls for some \$40,000,000 expenditure during the next five to six years.





—Photograph by Squire Haskins.

and Watson Brothers, the contractors. A. Harris & Company recently completed a \$100,000 modernization project—re-decoration of the fourth floor—as a part of an over-all expansion program.

INDUSTRIAL PLANTS are not only still rising but land is being cleared for more in Airlawn Industrial Park, pictured above, which is served by the Missouri-Kansas-Texas Railroad. The aerial view shows industrial concentration in an exclusively industrial area comprising some 300 acres bounded by Cedar Springs Avenue, Lemmon Avenue, Hudnall Street, and Denton Drive. More than 15 plants were completed within the area during the past year. Facilities under construction include a \$500,000 office and warehouse building for United Motors Service at Cedar Springs and Manor Way, a \$375,000 office and warehouse building for the American Thread Company at 6214 Cedar Springs, and new \$1,000,000 plant of Texlite, Inc., at 3305 Manor Way.

Industry.

Vision is a vital directing force behind expansion. Far-sightedness can be attributed to the men behind the Industrial Properties Corporation, the developers of the Trinity Industrial District. These men made a thorough study of every modern industrial area of the nation and incorporated many of their best features into the plans for the Trinity Industrial District. This is one of the reasons for its amazing growth.

L. S. Stemmons, executive vice president of Industrial Properties Corporation, declares that the Trinity Industrial District will probably set a new construction record during the coming year. In 1946 and 1947, some \$2,000,000 was spent in the district on construction; and in 1948, approximately \$4,000,000.

"On the basis of the number of firms acquiring property, it appears that 1949 should show a substantial gain over any year to date," Mr. Stemmons said.

Three main line railroads serve the district—the Texas & Pacific Railway, the Rock Island Lines, and the Cotton Belt. Two of them—the T. & P. and the Rock Island—have located their own freight depots there.

More than 50 firms have moved into the area since the district was opened in September, 1946, and some 35 to 40 other concerns have buildings under construction or plan to start their plants during this year. Among those now building are G. A. Coffey Company, which represents Osgood, General, Galion, Young, and Knickerbocker lines of heavy machinery and has its building well under way at 830 Slocum Street; P. O. Cole and Company, railroad salvage agents, who have a building going up at 1111 Dragon Street; Rowe Tool and Die Company, whose plant is under construction at 1506 Industrial Boulevard; Roach and Atkinson Machinery Company, representatives for Massey-Harris equipment,

which is building its new home at 1514 Industrial Boulevard; the Chase Brass and Copper Company, which has a building under way at 127 Pittsburg Street; Storbeck, Gregory and Dillard, plastering contractors, who are completing their new offices and plant at 139 Pittsburg Street; and Harnischfeger Corporation, for which a building is under way at Industrial Boulevard and Howell Street.

Among those expecting to build this year are International Harvester Company, which will erect a \$1,000,000 regional parts depot; Oak Cliff Sewing Machine and Appliance Company; Kirk Electric Service; Carpenter Paper Company; J. P. Awalt and Company, wholesale furniture firm, which has just doubled the size of its site at Industrial Boulevard and Pittsburg Street for the construction of a 100,000-square-foot, one-story building; Atlas Roofing and Supply Company; Cohen Candy Company; Gladding-McBean Company;



NEW BUILDING, pictured above, will be occupied soon by "The Dallas Morning News" after 63 years at its present location, Lamar and Commerce Streets. The three-story-and-basement structure has five acres of floor space and is air conditioned. Its site at Houston, Young, and Record Streets was once the corn patch of John Neely Bryan, the Tennessee trader, who built the first house in what is now Dallas. The newspaper is already being printed in the new building on new, precision presses which, looming two and a half stories high, have a maximum capacity of 160,000 thirty-two pages an hour. Switch tracks run into the building where three carloads of newsprint can be unloaded at a time. Twenty trucks will load the issues at the docks simultaneously.

Western Hatcheries, Inc.; and Miller and Miller Motor Freight Lines, which will erect a new motor freight terminal at Industrial and Turtle Creek Boulevards.

Texlite. Texlite, Inc., expects to open its new, home-owned and operated million-dollar plant at 3305 Manor Way sometime in early April, reported Harold Wineburgh, Texlite president, who described it as probably the largest manufacturing plant of its kind in the country. Over 200 people will be employed in the new plant, which will be devoted to the manufacture of all types of porcelain

enamel products and neon displays. The entire plant will be illuminated with "Slimline" fluorescent fixtures.

An interesting porcelain enamel mural in the reception room will depict the history of signs from the times of Indian smoke signals to modern neon lighting. The conference room will be lighted with various colored cold cathode tubes projected against a porcelain enamel ceiling. Subtle changes in mood will be possible by varying the color combinations of the lights. Perhaps even the most pessimistic businessman will get a "rosier" outlook.

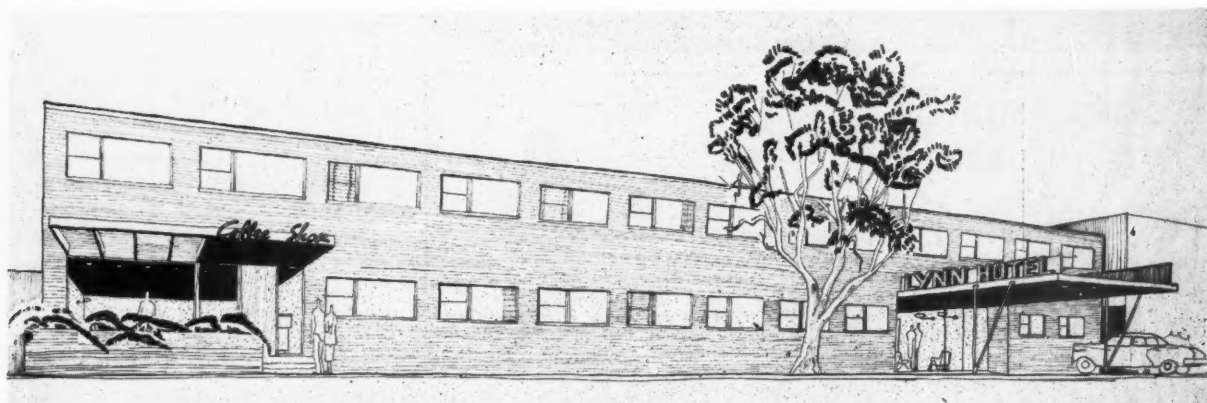
Airlawn Industrial Park. The National

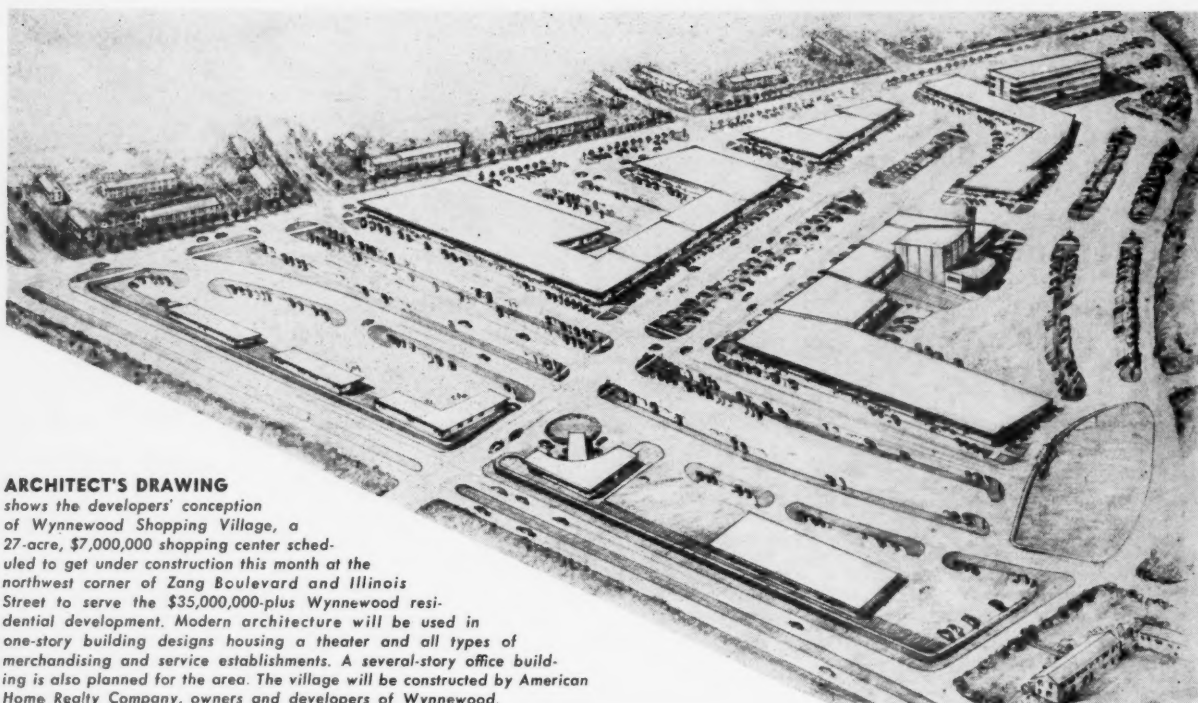
Industries Corporation is completing two giant warehouses in planned, restricted Airlawn Industrial Park near Love Field for lease to United Motors Service, a division of General Motors Corporation, and the American Thread Company. An Airlawn site has also been chosen by Eastman Kodak Company for a \$1,000,000 film processing and distribution center. Thomas Jameson and Merrill are at work on plans for the structure. Some 35 industries have located in the district since it was opened 20 years ago with the erection of a syrup plant by Coca Cola Company. The area of some 300 acres is served by the Missouri-Kansas-Texas Railroad.

Buckner District. First firm to complete plans for relocating in the recently opened Buckner Boulevard Industrial District is the General Lumber Company, now located at 5940 Holmes Street. The lumber concern will erect a main office building, a millwork shop, and sheds on a 250,000-square-foot tract on Buckner Boulevard between Railroad and Sutton Avenues. The new plant will be a wholesale and retail distribution point for building products of the General Lumber Company's manufacturing affiliates.

The Buckner district is a 233-acre area extending along both sides of Buckner Boulevard east of Dallas and is being sponsored by the Texas & Pacific Railway in conjunction with individual landowners. The T. & P., whose main line borders the area to the north, has constructed a lead track through the development. Projects under way in the area include a combination warehouse, pole yard, and automobile and truck maintenance facility for Southwestern Bell Telephone Company, being erected by Bealyn Building Corporation on a 50,200-square-foot tract at Scottsdale and Carr Streets, and a 30,000-square-foot warehouse being built across from the

ARCHITECT'S DRAWING shows how the Lynn Hotel—fourth in the L. F. Corrigan chain of suburban hotels—will look when completed about May at 3401 Gaston Avenue. The Lynn will provide 103 air-conditioned guest rooms, and include a coffee shop. White & Prinz are the architects.





ARCHITECT'S DRAWING

shows the developers' conception of Wynnewood Shopping Village, a 27-acre, \$7,000,000 shopping center scheduled to get under construction this month at the northwest corner of Zang Boulevard and Illinois Street to serve the \$35,000,000-plus Wynnewood residential development. Modern architecture will be used in one-story building designs housing a theater and all types of merchandising and service establishments. A several-story office building is also planned for the area. The village will be constructed by American Home Realty Company, owners and developers of Wynnewood.

telephone company site by Lantex Construction Company. Developers of the industrial area include the Lantex Construction Company, Dr. Arch McNeill, Hampton McNeill, and Arthur L. Wolf.

Santa Fe District. One of Dallas' newest planned industrial areas is the Santa Fe Industrial District, a 310-acre tract at Westmoreland and Illinois Avenues

adjoining the Dallas city limits southwest of Oak Cliff which is owned and is now being developed by the Santa Fe Railroad. The Santa Fe is now putting in lead tracks.

Industrial construction scheduled in Dallas also includes a half-million-dollar service center to be erected by the Lone Star Gas Company at Mockingbird Lane

and the tracks of the Missouri-Kansas-Texas Railroad.

Saga Suburban.

The theme for the future appears to be decentralization. In its pure form experts say the theory calls for the development of self-contained business areas as nuclei. Around these centrally located nuclei residential areas should cluster in uniform, well-spaced districts. Although expansion has often been too swift and too unplanned to allow the "pure form," Dallas builders are among the first in the country to take these ideas from the drawing boards and transform them into reality.

The suburban hotel is among the projects in the main decentralization idea. Perhaps the foremost leader in the development of suburban hotels in Dallas is L. F. Corrigan, who has to date completed three post-war hotels in residential areas: The Lakewood, the Lawn, and the Loma Alto. The next one in the chain, now under construction, will be a modernistic 103-room structure called the Lynn Hotel, located at 3401 Gaston Avenue.

The Lynn will be completely air conditioned. All the rooms will have indirect lighting; all corridors will have fluorescent illumination. The walls will be sound absorbent and fire-resistant. An air-con-

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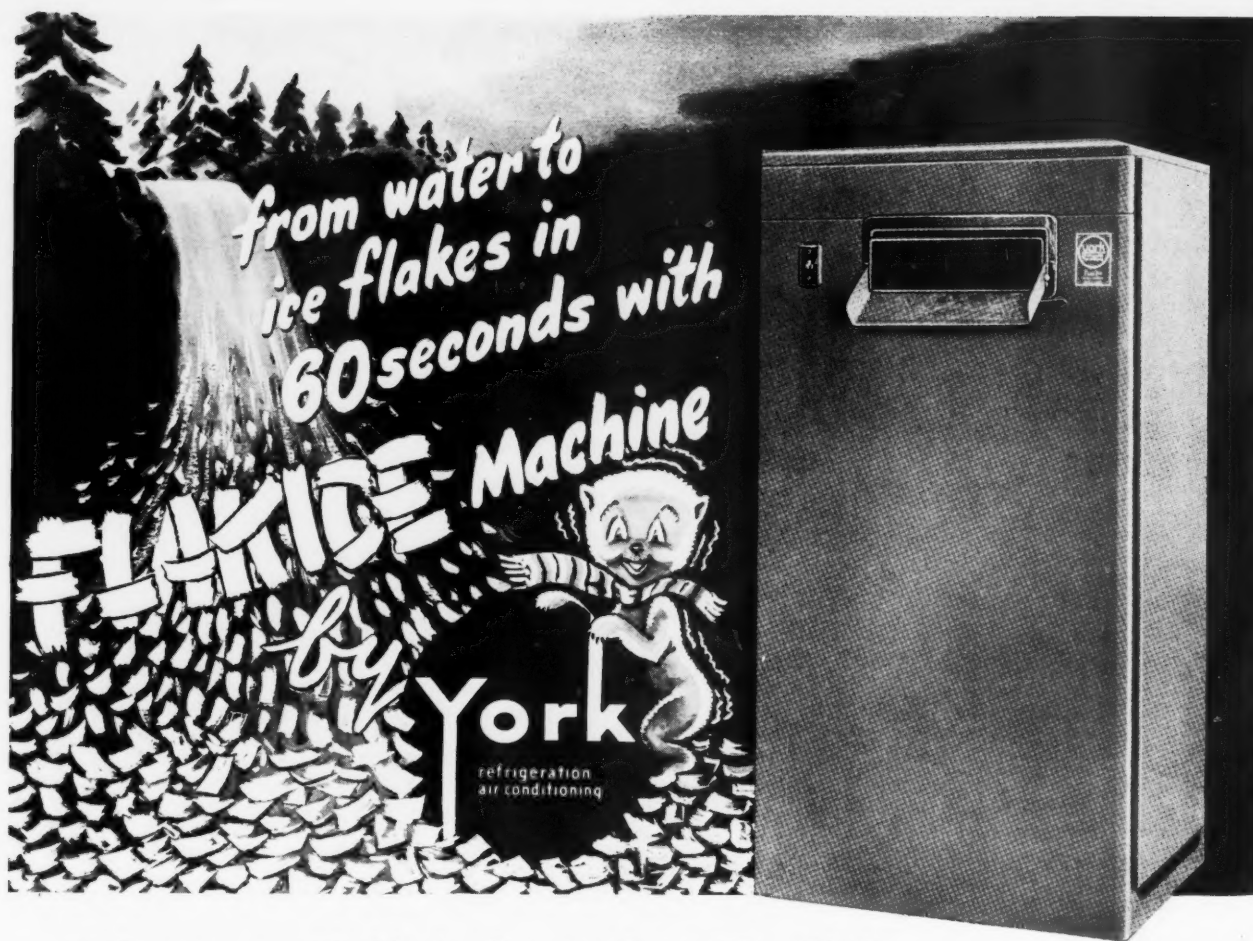
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VARSITY VILLAGE, as depicted in the drawing above by DeWitt and Swank, architects, is being developed at Preston Road and Northwest Highway by Louis J. Hexter. There will be 122,000 square feet of building area and space for the parking of 875 cars.

ditioned coffee shop will be located in the hotel for the convenience of patrons, but in case a guest wants a downtown dinner he will find it easy to reach down-

town Dallas within three minutes or so.

Housing. The United States Department of Commerce estimates that fewer pri-

vate homes will be built this year. This means that Dallas home building may decline as much as 10 per cent, believes Grover Godfrey, executive vice president of the Dallas Home Builders' Association, as builders have about caught up with the demand for higher priced housing. Even so, Dallas builders will produce more than 3,000 homes in 1949 in the lower priced field alone, predicts Mr. Godfrey, who points out that the demand for low-cost housing is still unfulfilled.

Adds Mr. Paulsell of F. W. Dodge Corporation: "The home builders responsible for record housing production in 1948 now rather generally realize the necessity of producing and offering for sale houses with lower price tags than those attached to a large proportion of the 1948 output." But, in producing low-cost homes, Dallas builders face several major problems. The average low-cost unit must sell in the range between six and seven thousand dollars, and in seeking to keep within this range builders are still beset with price difficulties as regards both materials and desirable property.

Shopping Centers. Shopping centers are very good indicators of city growth. More industry, more people, more shopping mean more shopping centers.

(Continued on Page 82)

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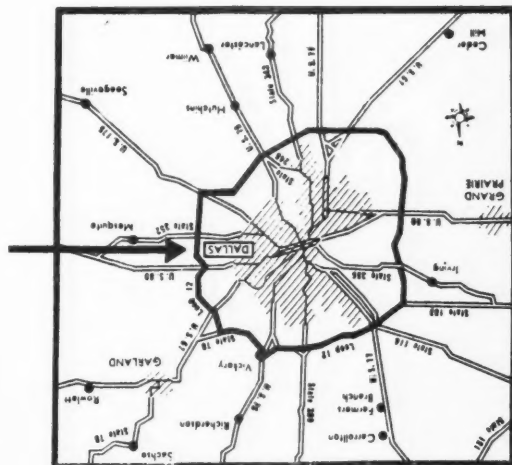
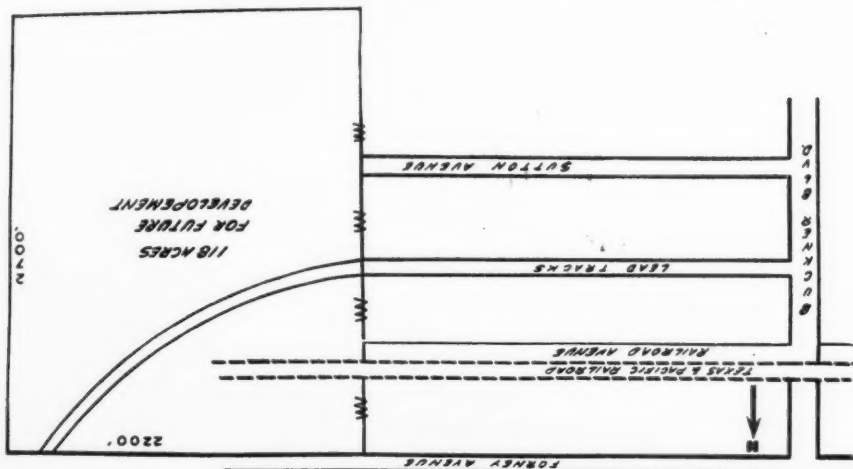
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RAIL TRANSPORTATION . . . The T. & P. main line borders to the north, and industrial lead track has been constructed through the development—right to the site of your future loading dock.

HIGHWAYS . . . Your new location puts you at the crossroads of U. S. 80 and U. S. 67—the main highways through Dallas—and Loop 12 belt-line around the city. From the focal point of Buckner Blvd. Industrial District all highways entering Dallas are easily accessible.

WATER MAINS . . . have been installed almost to your front door.

ADEQUATE HOUSING . . . along with shopping and entertainment facilities is available in any one of the charming suburban developments nearby.

GAS & ELECTRICITY . . . are both waiting for you! A 10-inch H.P. gas line lies 450 feet to the east; a 4-inch L.P. gas line borders the development along Buckner Boulevard. For electric power you need only tap the 12 K.V. power line which bisects the property east and west.

ADEQUATE LABOR SUPPLY . . . comfortably housed in modern homes is available nearby in the Parkdale, Urbandale, Pleasant Grove and Pleasant Mound communities—all within a half mile—as well as from the neighboring towns of Garland and Mesquite.

PAVED STREETS . . . built to city and county specifications, have been provided throughout the development.

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BROKERS' COOPERATION SOLICITED

Ruby Thompson

By Mary Fletcher Cavender

RUBY THOMPSON was only 16 years old when she got her first pilot's license while working as a secretary for Higginbotham-Bailey Company. Today, she owns the aviation school at the Second Avenue Airport and the grocery store which faces the flying field.

"I was earning \$25 a week for my shorthand and spending \$20 an hour for lessons in aviation," she recalls. "I was determined to be an excellent aviatrix and knew that, in order to realize my ambition, I had to sacrifice buying all the things most girls feel they can't live without."

Miss Thompson did not stop her education with secretarial training and the study of aeronautics, but attended night school at the Young Women's Christian Association and took college training in journalism.

"After I received my private license, I began spending my week-ends flying in various air circuses in order to get additional money to continue my lessons," Miss Thompson said. "I do not endorse stunt flying, and I never allow any of my students to learn even the fundamentals of stunt flying until they have more than 400 hours of solo flying. I think of aviation from a standpoint of safety. I feel that a knowledge of stunt flying and various events in my own life give me a better understanding of the great necessity for more safe pilots. The future of aviation is obviously wider and brighter for the safe, careful pilot."

One of Miss Thompson's stunts was to walk out on the wing of the plane and wave to the crowd below. Another was looping her single-seater plane, or flying upside down.

"Flying then was a dare-devil hobby and a novelty," she said. "It ranked in the public's mind with trapeze artistry. The use of planes in the first World War was minor in comparison with their use



MISS RUBY THOMPSON

in the second World War, or the use that commerce has made of them. Such tricks now are truly out of place."

When Miss Thompson received her transport license in 1930, she turned to aviation for her career. For four years flew in various air services. As the war situation in Europe became more grim, she went to Washington to work for the Treasury Department, doing transport flying on week-ends from the Congressional Airport. It was while she was in Washington that she bought her first plane.

"That was the biggest day in my life," she revealed. "I had worked many years with that one goal in mind—having my own Piper Cub."

She bought the little plane on monthly installments, and became one of the charter members of the famed 99 Club, an international organization of licensed women pilots. When the Civil Air Patrol was formed after Pearl Harbor, Miss Thompson donated her plane and her services for patrol duty on the Eastern seaboard. She was one of the first mem-

bers of CAP, and had done 35 missions when she decided to join the Air Transport Command attached to the regular United States Army.

"My ferrying job took me all over the United States, although I was stationed first at Wilmington, Del., then Love Field here at Dallas, and finally at Palm Springs, Fla.," Miss Thompson recalls.

It was while she was stationed at Love Field that she decided to return to Dallas after the war and open her own flying school.

"I had so much fun giving orientation rides to over 800 Civil Air Patrol men on week-ends while doing ATC ferrying that I knew at last I had found the career I wanted — teaching aviation," she explained.

Miss Thompson, who had received her instructor's license in 1940, began instructing ex-GI's in 1946 and opened the aviation school at the Second Avenue Airport in 1947. Her first class had 10 students, all of whom received pilot's licenses from the CAA.

(Continued on Page 91)

GET IT FROM

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There are many words in our language that are hard to define. "Best" is one of them.

Stop and think how many times you use this simple word in everyday conversation. What does it mean to you?

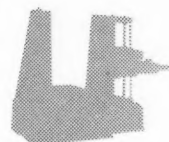
Briggs-Weaver has always thought of the word "best" as meaning "finest quality" products . . . products made by nationally known manufacturers who have gained their reputations through the high standards of efficiency, economy, they have brought by way of their equipment to other manufacturers.

In industrial machinery and supplies, "best" is of utmost importance. It can mean whether or not your own product will enjoy being known as "best."

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Industrial Machinery



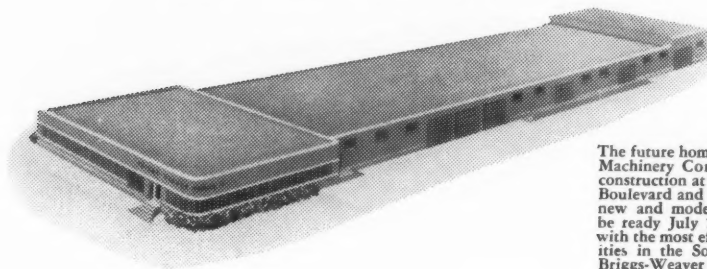
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Hand Tools and Supplies



Pumps and Motors



The future home of Briggs-Weaver Machinery Company now under construction at the corner of Hines Boulevard and Amelia Street. This new and modern warehouse will be ready July 1st and is designed with the most efficient service facilities in the Southwest—enabling Briggs-Weaver to maintain to the highest degree its reputation as "The House of Service."

Disaster Relief . . .

Red Cross Style

To Keep Ready for Any Emergency,
Dallas County Chapter Is Seeking
Goal of \$300,000 in 1949 Campaign

By Ballard Burgher

Chairman, Dallas County Chapter of the
American Red Cross

As the Red Cross reports year to year on its stewardship to the American people, the magnitude of its day by day job becomes more and more apparent. From every part of the country, chapter records reflect a parade of humanitarian service that never ends.

Disaster relief is still Mission No. 1 of the Red Cross. During the past year in 303 domestic disaster relief operations which included hurricanes, forest fires, floods, tornadoes, and other disasters, the Red Cross gave relief and rehabilitation assistance totaling \$12,171,022 to 312,400 persons. During the last two years, American Red Cross Chapters gave assistance in more domestic disasters than in any previous comparable period in the organization's 67-year history.

To help provide the funds needed by the Red Cross to continue fulfilling its disaster relief and other missions, Dallas County people are being asked to subscribe \$300,000 during the 1949 campaign now under way. This goal represents a substantial reduction from last year's quota, made possible by rigid economy in operation and the use of surplus funds.

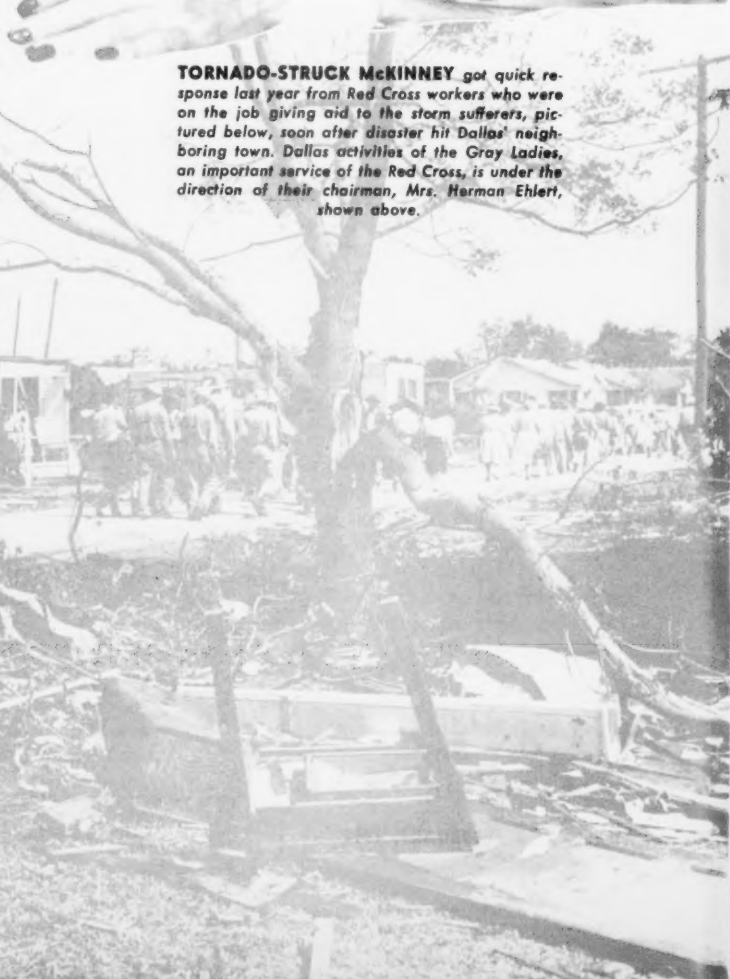
This year the Dallas County Chapter of the Red Cross has been reorganized under the chairmanship of C. A. Tatum, commercial manager of the Dallas Power & Light Company. Although Dallas has suffered no great disaster in recent years such as a flood, fire, or tornado, it is most important that Dallas have a well organized plan for handling disaster should it occur. The Texas City explosion taught an object lesson as regards the necessity for having a good organization made up of level headed people who know what to do and what they are equipped to do.

Mr. Tatum has appointed his subcommittee chairmen, who are qualified men responsible for the following phases of disaster relief: Survey, J. L. Stephenson; rescue, James M. Cumby; medical aid, Dr. J. L. Goforth; shelter, L. J. Everett; food, Carleton Lawler; clothing, J. M. Haggard; transportation and communication, Houston Nichols; registration and information, Elgin Crull; fund raising and publicity, B. F. McLain; and central purchase and supply, John L. Higginbotham. In addition to the appointment of these men, Mr. Tatum has through conferences arranged for the coordination of Red Cross disaster activities.

Last year the Red Cross went into action immediately after a tornado struck a Dallas neighbor—McKinney. Henry E. English, then chairman of the Dallas County Chapter, left Dallas for McKinney immediately after he received news of the storm and was soon conferring with Earl Walker, Red Cross chairman for Collin County, and city officials on relief



TORNADO-STRUCK MCKINNEY got quick response last year from Red Cross workers who were on the job giving aid to the storm sufferers, pictured below, soon after disaster hit Dallas' neighboring town. Dallas activities of the Gray Ladies, an important service of the Red Cross, is under the direction of their chairman, Mrs. Herman Ehler, shown above.



activities. Mobile Red Cross units were sent into the area by Oklahoma City, Fort Worth, and other nearby cities, and the Dallas County Chapter sent a case worker to help handle welfare inquiries. The telecommunications center at the Dallas County Chapter headquarters served as the clearing house for Red Cross health and welfare inquiries which came from all over the United States. The midwestern area office of Red Cross in St. Louis dispatched a disaster crew by plane, which was on the ground in McKinney the morning after the storm determining damage, making rehabilitation plans, and working with McKinney officials to speed the restoration of the town to normal activity. Part of this staff remained on the job until rehabilitation of those victims of the disaster who most needed help had been completed.

Although the primary mission of the Red Cross is disaster service, Mission No. 2—service to the armed forces—has been stepped up in activity during the past year, as a result of the increasing number of persons being drafted and enlisting in the military services. Red Cross workers serving with the armed forces in the United States, Europe, and the Far East handled 708,300 cases involving servicemen and their families, and provided \$2,351,000 in financial aid. With the help of an average of 10,000 volunteers per month, field directors in military hospitals aided approximately 142,000 persons. Through chapter home service workers, 768,000 cases involving servicemen and their families were handled, and \$3,029,000 was provided in financial assistance.

Mission No. 3 of the Red Cross is serving veterans. Approximately 1,782,000 cases involving veterans and their dependents were handled by chapter home service workers. Claims service staffs in Veterans' Administration offices handled more than 1,291,700 cases. Veterans and their dependents received \$5,624,000 in financial assistance through Red Cross chapter home service. Because of the strategic location

of Dallas as the travel and communications center of the Southwest, the service to veterans and servicemen has been especially heavy and is increasing.

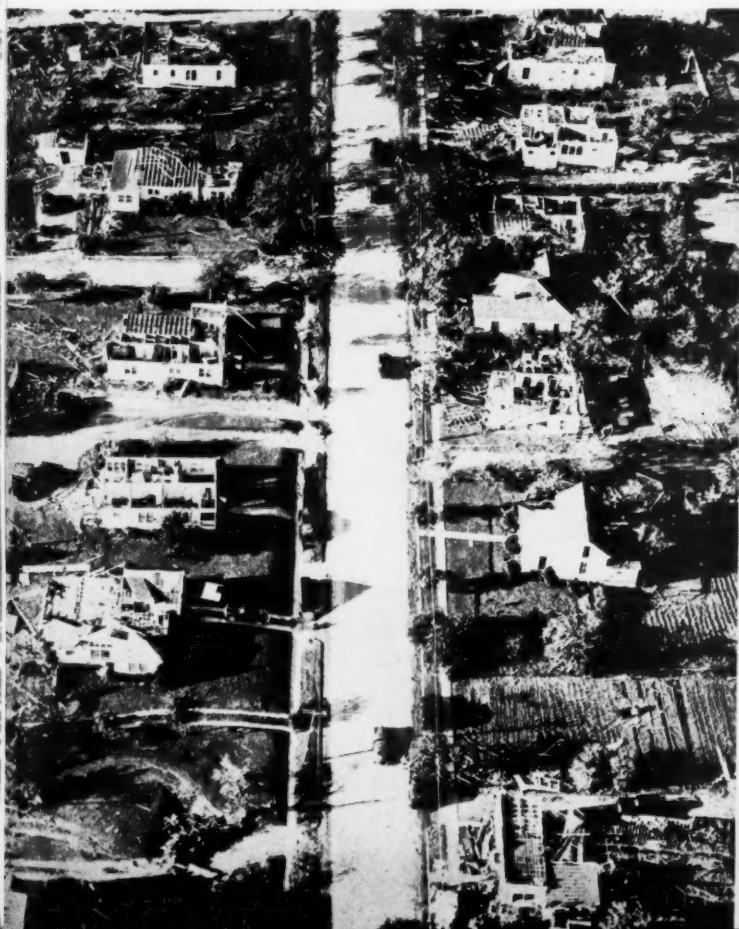
Mission No. 5 is serving youth through the Junior Red Cross. Dallas' Junior Red Cross is recognized as a model throughout the Southwest. Dallas schools are represented 100 per cent in the Junior Red Cross Council, of which Mrs. Jennie Lee Watson is director. Other missions of the Red Cross include the promotion of health and safety, in which work the Dallas County Chapter is especially active, and "Helping Around the World." The American Red Cross plays a vital international role, maintaining a five-point program to strengthen and make more effective both the national and international agencies of the world-wide Red Cross organization. Emphasis now is on helping these organizations to help themselves. It was this international organization that made possible the fine Red Cross record in giving relief to prisoners of war.

Over the nation during the past year more than 19,400,000 children enrolled in the American Red Cross. These children sent 544,500 gift boxes of health and school supplies to children in war-torn lands during the 1947-48 school year. They also promoted international friendships by sending 3,000 pieces of student art and exchanging hundreds of school correspondence albums with children of 40 other countries and territories. The Red Cross supplied through the National Children's Fund over \$300,000 worth of educational, health, and recreational supplies.

Under the direction of the 1949 Campaign Chairman DeWitt Ray, president of the National City Bank, plans were

RED CROSS AID at McKinney helped to change destruction into orderly reconstruction such as the rebuilt area pictured at right, below. The same area is shown at left as it appeared immediately after the storm hit the town.

—Photographs by Squire Haskins.





CAMPAIGN CHAIRMAN DeWitt Ray, left, and Vice Chairman James Ralph Wood of the 1949 appeal of the Dallas County Chapter of the American Red Cross for \$300,000 are pictured above checking over final plans for the drive.



JUDGE LEW STERRETT



BALLARD BURGHER

worked out for a streamlined fund-raising drive designed to broaden the base of Red Cross giving.

"There is something thrilling about public response to the annual appeal for Red Cross funds," said Mr. Ray in his message to volunteers working in the campaign. "In Texas, Red Cross giving reflects our pioneer traditions to want to be good neighbors and help in time of need.

"When catastrophe strikes again—tomorrow, next week, next month—there may be many deaths and serious injuries, separated families and homeless people," Mr. Ray continued. "Help may be needed at once. And even though you may be thousands of miles away, 'You, too, can help through your Red Cross'. This is our 1949 campaign slogan. The Red Cross has proved its value in war and peace. Today, it is better

equipped than ever to cope with catastrophes and subsequent rehabilitation because of its network of chapters over the nation and its organization and personnel trained for disaster relief.

"Your Red Cross has done relief work in more than 2,500 disasters in this country in the past 60-odd years. From its long experience in these disasters, which have created problems like those you would face today should disaster strike our community, the Red Cross has developed its policies and methods. Many communities know at first hand how effective and sound these methods are. When the Red Cross sets its machinery in motion after a disaster it does not experiment with ways and means. Trained workers are sent by the national organization to assist the local Red Cross chapter in relieving families which are in need of help as a result of the disaster. These workers always ask the help and advice of outstanding citizens in the community.

"The disaster relief program includes two types of assistance—emergency relief and rehabilitation aid. The first comes with the emergency, when all effort goes toward meeting the immediate needs of the sufferers—the needs of rescue, medical attention, food, clothing, and temporary shelter. The second comes soon afterward, that of permanent rehabilitation. Families affected by the disaster, which are unable through their own efforts to recover from their disaster-caused needs, will find the Red Cross willing to help them. The most urgent cases will have first attention. Widows, orphans, the ill, the aged, and emergency cases will be considered first in the Red Cross planning for rehabilitation.

"The disaster-caused need of a family, rather than its loss, is the basis upon which assistance is given. A person who has lost heavily in the disaster but who is able to stand the loss financially without unreasonable hardship should not ask for disaster relief. The relief funds are contributed by the American people, not to take the place of insurance and to replace losses but to meet actual needs. They are used to meet minimum needs only which the sufferers themselves cannot meet from their own resources, cash, credit, insurance, and earnings."

Serving with Mr. Ray as vice chairman of the campaign is James Ralph Wood, president of the Southwestern Life Insurance Company. Nathan Adams, chairman of the board of the First National Bank, is directing the special gifts section of the drive; Fred F. Florence, president of the Republic National Bank, heads the commercial section; R. L. Thornton, chairman of the board of the Mercantile National Bank, is directing the general section; R. E. Shepherd, Federal Housing Administration, is in charge of public employees' solicitation; Marvin D. Love, Dallas Power & Light Company, heads the Oak Cliff solicitation; and County Judge Lew Sterrett is chairman of the county section.

The success of the Red Cross in disaster relief and other domestic programs and in world-wide projects involving the expenditure of millions of dollars each year depends in the final analysis upon the individual Red Cross member who gives each year according to his means. That is why "You, too, can help through your Red Cross."

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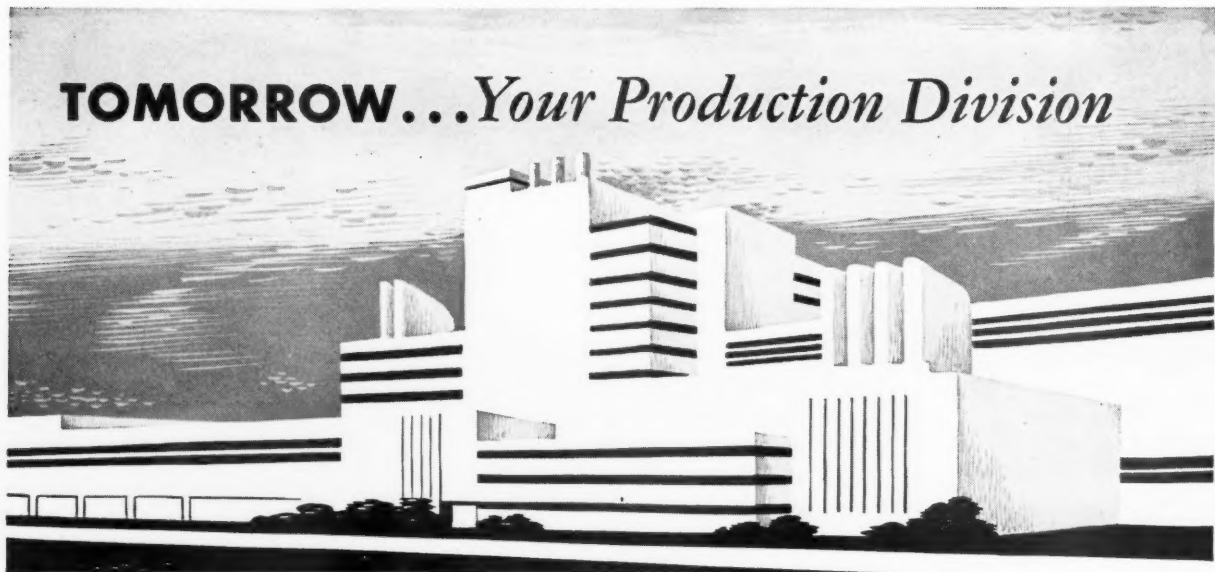
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THIS VIEW OF VET-VILLE, above, left, is typical of the trailer community at the Southwest School of Printing, where most students, their wives, and children live. The school building, right, above, is a 200-by-75-foot structure on a 20-acre campus.

One Answer to the Shortage Of Printers and Pressmen Is Dallas'



By Julian Stag

"NO MATTER at which point you dip out the cup, it lowers the level of the pan of water by that much; and no matter where you put a cup in, it raises the level by that much!"

Bryan Snyder, Jr., executive vice president of Johnston Printing and Advertising Company in Dallas and active in national printing industry affairs, was speaking. But he wasn't speaking of water—it was a parable.

The point he was making had to do with a Dallas institution called the Southwest School of Printing. Mr. Snyder is its secretary-treasurer and the officer actively overseeing its current growth. Another Dallas man, E. M. (Ted) Dealey of "The Dallas Morning News" is the school's vice president. William H. Egan of the Egan Company of Dallas, a director of the Dallas Chamber of Commerce, is a member of the school's direcorate.

In Mr. Snyder's parable, let water stand for the supply of printing craftsmen—technically, supply of journeymen—and his point is made. In fast-growing Dallas, as elsewhere in Texas and the Dallas Southwest, the increases in the volume of printing business have outrun the capacity of the

old-style apprentice system of providing new hands.

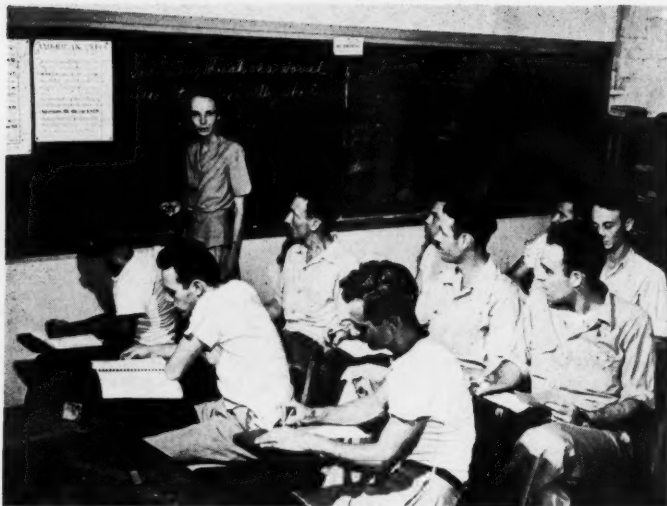
The Southwest School of Printing, a many-windowed rectangle of a building on Clarendon Drive in west Oak Cliff, has been adding cups to the pan that represents the Southwest's supply of printing manpower. Thus, whether a graduate has gone to work, say, for Mr. Snyder's establishment or Mr. Dealey's newspaper, or for a weekly in West Texas, the addition of one more craftsman to the printing industry has brightened the overall picture.

Dropping the pure economics of the business for a moment, let's look at this aspect of it.

The school is an institution that is giving Dallas a kind of leadership in its field.

Since reopening after the war, it has had students from 18 different states, all GI's, many living in the intriguing-looking collection of trailers forming "Vet-ville" on the school's 19-acre grassy site.

Take one trailer. Keeping house in it are a former bomber crewman from New Jersey and a former sailor from Oklahoma. A Cleveland, Ohio, man, who wound up in a job at Love Field after Air Transport Command duty, enrolled in



PRINTER'S ENGLISH, taught by Miss Jessie Vick, is required course for all students.

the school to convert his peacetime hobby to a new civilian career.

Recently, the Printing Industry of America at a Chicago meeting designated the Dallas school as one of three in the country to be given national recognition in the industry for an expansion program. Earlier, a publishers' committee from the Pacific Northwest visited the school to consider the possibility of imitating in that area what has been done in the Southwest. Trade publications and newspapers have carried features on the colorful side of the school's life, including even a double-spread in "Parade," the Sunday magazine supplement of the "Houston Post." "The American Printer," New York, gave over the cover picture and its leading article to the school in a recent issue.

Backgrounding the school's present-day form of existence, its history harks back to the old Dallas Vocational School of the 1920's. It was as the Southwest Vocational School, with a curriculum ranging from paper-hanging to beauty culture, that the present spacious 200-by-75-foot yellow brick and stone structure was built in 1930 on sloping ground that was once a Dallas County cow field. Those active in the vocational project in the early days included Alfonso Johnson, and the late Fred E. Johnston and the late Harry Olmsted. Printing was but one of the numerous trades and crafts taught.

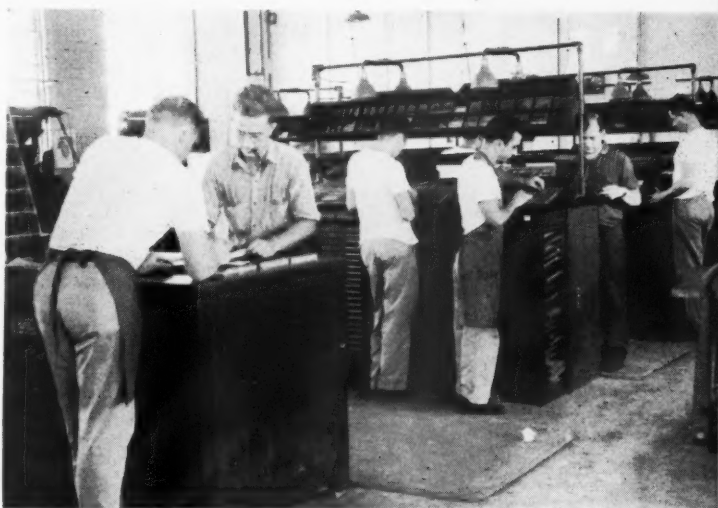
But about 1936 came the idea of making the school exclusively an educational institution for printing. Ted Dealey helped rally fellow newspaper publishers of Texas and nearby states to join with commercial printers in the cause. About 1938 the new setup emerged, and in July, 1941, the name was formally changed to the Southwest School of Printing. As a non-profit educational institution, title to the school is held literally in the collective name of every printer and publisher in Texas, Oklahoma, Louisiana, and Arkansas.

When war came along and the school lost its students to the Armed Services it shut down early in 1942. Getting it going again was practically a task of creating a new school. The times made it something else in addition; the Dallas institution became, and now in its third postwar year still is, part of the national effort in redirecting men from wartime to peacetime roles.

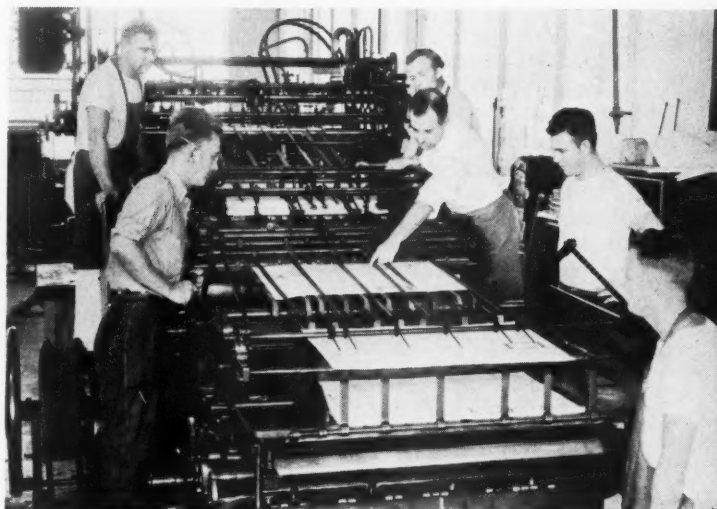
For housing, 25 trailers were found at an abandoned air-base in the Rio Grande Valley and hauled 545 miles to Dallas,



OPERATION of a platen press, above, is explained by Ray Abel, school director.



STUDENTS practice hand composition, above, and study operation of Miehle press, below.





SCHOOL DIRECTOR Ray Abel, right, above, is shown with Bryan Snyder, Jr., who oversees the school's operations for its sponsoring publishers and printers.



WAR VETERAN Grady C. Newberry, who was knocked out of his standing-up job in a printing plant by German shrapnel, is pictured at the school learning how to operate a typesetting machine, a job he can do sitting down.

with repairs being made en route. A new director, a youthful South Dakotan named Ray Abel, who fought as an infantry officer in the western Europe campaigns and was twice wounded, lived for a time in a Quonset hut set up to the rear of the school.

While waiting for the school to reopen, one applicant, an Oak Cliff boy who had an uncle in the mechanical department of a Dallas newspaper, hired out as a handy man and helped get the school in shape. He was about the first student in the postwar crop, actually being admitted a month before the official resumption of classes.

His case history is interesting. He was 21 years old, a veteran of three years in the Army. After eight months in the school—in January, 1947—he took a job as a typesetting machine operator in a weekly newspaper plant in a West Texas town. He stayed there nine months, and then returned to Dallas, where he obtained employment with a large commercial printer as a night operator. After eight months in the printing house, he switched to a Dallas daily as a journey-

man machine operator. The sponsors of the Southwest School of Printing—the printers and publishers who support the school—take the position that the printing industry cannot do the necessary job of turning out enough new craftsmen on working time. They have decided that outside education for printing is a must.

When the school was being established 10 years ago, the founders acted on this view as a theory. Came the postwar period, and their theory became sharp reality. The Southwest printing industry experienced its most acute shortage of craftsmen ever. Considering that in the relatively brief postwar period, the school has had, as of February 1, a total enrollment of 139 students, including the current class of 36, and has sent 100 men into printing employment, its performance is noteworthy. About 38 graduates are working in weekly newspaper backshops, 23 in daily paper mechanical departments, and 34 in commercial firms.

"It is my belief," points out Mr. Snyder, "that the printing industry of the Southwest will, by supporting the Southwest School of Printing, provide itself with an adequate supply of trained men, and that this area will become the printing headquarters of the nation. More printing from the North and East is seeking to come to this area. All that is keeping it away is an inadequate supply of manpower and facilities."

The full course of study at the school runs 16 months, breaking down into eight months at hand composition and press work and eight on the typesetting machines, both Linotype and Intertype. Relatively few students have stayed the full 16-month period.

"They get hired away too fast," says Director Abel. "They go home, and somebody talks them into taking a job."

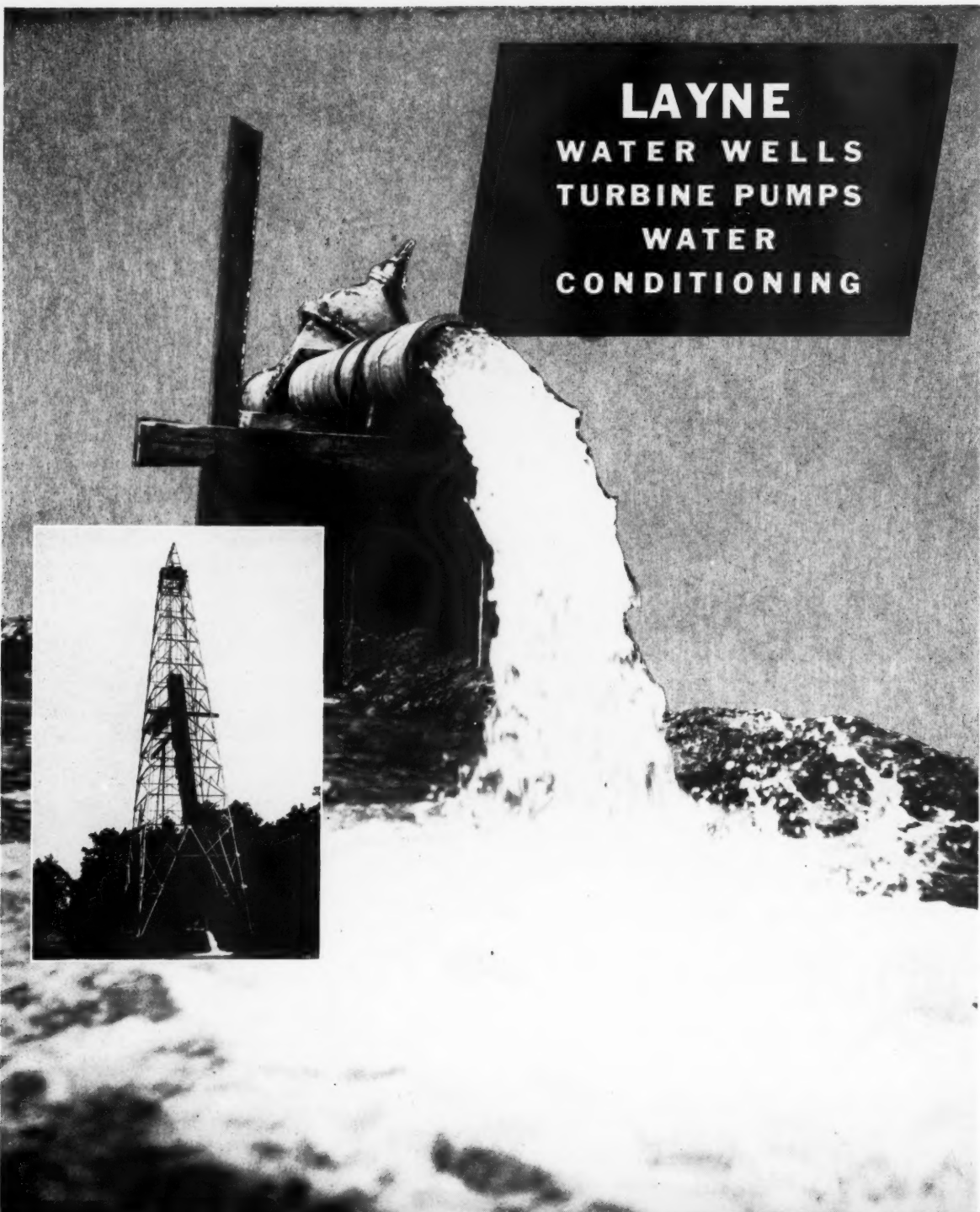
Equipment at the school would have a replacement value, at current market prices, of about \$300,000. It includes a battery of 10 composing machines, a group of five assorted presses, eight banks of hand type, and other miscellaneous equipment. Plans envisage expansion, including introduction of a course in offset lithography techniques.

Shop instructors are Donald L. Hunt, another South Dakotan, who teaches hand composition and press work, and G. H. Peden, formerly of Austin, instructor on the machines. Miss Jessie Vick, a former Texas high school teacher, is instructor in printer's English.

Sponsors of the school are starting to think of the days ahead when the trailers will be gone, and students will be boys out of high school instead of GI's. Plans are also being considered for making the school of value to craftsmen now in the printing industry. Special courses and institutes in various phases of the graphic arts are under consideration for future elaboration. By 1950, or sooner, the school will be on its own financially. It will no longer receive Veterans' Administration support which has allowed it to operate practically self-sustainingly.

Large publishers and printers have been the school's angels. They put up most of the \$14,000 used to get the school running again—financing the trailer project, rehabilitating the school's quarters and equipment, and meeting other expenses incident to reopening. They have continued to make their annual substantial contributions to permit accumulation of a backlog, or reserve fund, to help prepare for the period ahead. A goal of about \$75,000 is sought. Expansion and operating costs will require the funds. A minimum annual operating budget of \$25,000 is in view.

President of the school is E. W. Jackson, president of the Steck Company of Austin.



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J. Ben Critz Re-Elected To 19th Term as Manager

DIRECTORS of the Dallas Chamber of Commerce have reelected J. Ben Critz, left, to his nineteenth full term as vice president and general manager.

Although the duties of his first full-term began January 1, 1931, his long service with the Dallas Chamber actually began six months earlier when he agreed to pinchhit temporarily as the organization's chief staff executive while the directors were looking around "for the right man" to succeed the general manager who had resigned.

What started out for Mr. Critz as a temporary assignment turned into a permanent one of running Dallas' most important city building agency when at annual meeting time the directors agreed that they already had the right man on the job. So, in organizing for the new year, they unanimously chose Mr. Critz for his first full year as vice president and general manager. A successful cotton man, he had just been reelected to a two-year term as mayor of Highland Park when he left his cotton business to assume his post with the Dallas Chamber.

Mr. Critz is a former president of the Dallas Cotton Exchange and the Dallas Country Club.

Dallas Cotton Industry Journal Celebrating Fiftieth Anniversary

"The Cotton Gin and Oil Mill Press," published in Dallas by Houghton Publishing Company, is celebrating its fiftieth anniversary this year.

The publication, originally named "The Ginner and Miller," was established in 1899 by the late N. T. Blackwell. The present owners bought the publication in December, 1930. Consolidated with two other cotton trade journals purchased through the years, the publication has continued to grow until it is now designated as the official publication for the National Cottonseed Products' Association, the National Cotton Ginners' Association, and every state cotton ginners' association. It serves the cotton industry from California to the Carolinas and the soybean processing industry in all the mid-western states.

All editorial work, advertising sales, and production details are handled at the Houghton Publishing Company plant. Officers of the company are Richard Houghton, president; Dick Houghton, Jr., executive vice president and secretary; G. H. Traylor, vice president and treasurer; Ivan J. Campbell, vice president; and B. P. Ridgway, vice president and general superintendent.

DUDLEY J. RAMSDEN, formerly associated with Trabert & Hoeffer, Inc., of New York, has been named manager of the precious jewel department of Neiman-Marcus Company, succeeding CHAPIN MARCUS, who has resigned.

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Texas' Inaugural Float. Texans who helped to contribute the fanfare that went along with the inauguration of President Harry S. Truman last month included Dale Miller, Washington representative of the Dallas Chamber of Commerce, who served as chairman for Texas of the inaugural parade and directed creation of the Texas float, pictured above.

Shown, left to right, are Richard King III of Edinburg, direct descendant of the founder of the famous King Ranch, who represented Texas' ranch lands;

Miss Evelyn Wilson of Wichita Falls, representing the state's cattle industry; Mrs. Lloyd M. Bentsen, Jr., of McAllen, wife of the newly elected Congressman

LETTERS

I have just received our monthly copy of DALLAS and would like to take this opportunity of complimenting you on the very unique and unusual cover of the January issue.

All of your cover designs have been fine, but we believe that this particular one does considerable in showing the wonderful progress this great city of Dallas is making in the industrial position of the Southwest. There is no question but that the entire staff of our Chamber of Commerce has been very instrumental in this wonderful progress.

J. EGAN,

General Manager,
Southwest Shippers Service,
Dallas.

Congratulations for ringing the bell for the second consecutive year in winning the award for the most outstanding magazine in the NACOS publications contest. I have been looking through this issue (November), and I think it really hangs up a record for being a beautifully done job from every standpoint. Your layouts, cuts, printing, advertising, and everything add up to a magazine that certainly justifies being top rung in the ladder of the nation.

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from the lower Rio Grande Valley, who was Queen of Texas and portrayed the beauty of Texas women; Mrs. Tom Pickett of Palestine, wife of Congressman Pickett, who represented Texas' Latin-American population; and Mr. Miller.



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The record of service of the Farwell Organization includes projects throughout the Southwest.

HEATING

Recent Dallas projects include work on extension of the Chance Vought Plant, the Dallas Union Terminal and work now under way at Southern Methodist University.

AIR CONDITIONING

In the field of industrial conditioning we have executed contracts for Verson Manufacturing Co. and The Rubberoid Company.

Other work in which we are now engaged includes important projects in Shreveport, West Texas and San Antonio.



FARWELL
COMPANY, INC.
DALLAS ★ SAN ANTONIO

Forty-Eight New Members Added to Chamber Rolls

INITIAL 1949 recruiting activity of the Membership Department of the Dallas Chamber of Commerce has resulted in the addition of 48 new members to the Chamber's rolls to open the new year, it was announced by Hugh Sawyer, Membership Department manager. The first group of new members for 1949 are listed below, together with information regarding their business addresses, firm representatives, and type of business:

Gandy Advertising Company, 420 Texas Bank Building; W. P. Gandy.

Ed W. Smith Machine Works, 113 Murray; Ed W. Smith; specialty machine work.

Pioneer Air Lines, Inc., Republic Bank Building.

Jacqueline Studios, Argyle Apartments, Suite No. 202; Mrs. Jacqueline Dickinson; model school and agency.

Loveless Brokerage Company, 209 North Hawkins; George F. Rozelle; food broker.

Transport Rate Service, 6211 Belmont; J. E. Farrow; auditing.

Affiliated Exporters, 623 Neil P. Anderson Building, Fort Worth, Texas; Donald W. Arnold; exporters and importers.

George D. McClure Agency, 1316 Republic Bank Building; general insurance.

National Industries Corporation, 1114 Republic Bank Building; Joe B. Salmon, Jr., and H. B. Pixley.

Hotpoint, Inc., 516 Irwin-Keasler Building; M. M. Mowbray; manufacturers of electrical supplies.

Wynne Snoots Company, Second Unit, Santa Fe Building; Wynne Snoots; manufacturers' representative.

Watson Electric Supply Company, 3200 Worth; Houston B. Watson; wholesale.

Inwood Hardware, 5401 Lovers Lane; Charles H. Hill, Jr.; retail.

Willard Ostrander, Inc., 3027 Commerce; wholesale plumbing supplies.

Ablon Poultry & Egg Company, 2114-18 Canton; Esir Ablon; wholesale.

Carpenter Transfer & Storage Company, 2125 North Harwood; Claude C. Carpenter.

R. F. Hamilton & Associates, 2615 Cedar Springs; R. F. Hamilton; manufacturers' agent.

N. E. Busby & Company, 3303 Worth; N. E. Busby; electric contractor.

Phelps Dodge Copper Company; 3113 McKinney Avenue; C. R. Davis.

Harvey Hubbell Inc., 113 Forrester Drive; J. D. Martin.

Diamond Bolt Expansion Company, 512 South Industrial Boulevard; R. B. Wilber.

J. D. Sheehan & Associates, P. O. Box 1346; J. D. Sheehan; manufacturers' agents.

Bert France, 3612 Parnell, commercial photographer.

Robert H. Dooley, 422 Republic Bank Building; life insurance broker.

Texas Protected Check Corpora-

Fort Worth

Abilene

Amarillo

Brownwood

Lubbock

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AGENCY MANAGER

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CURRENT
DELIVERY

MARCHANT CALCULATING MACHINE AGENCY

tion, Gulf States Building; J. H. Deer. **Radio Advertising**, 1108 Elm Street; Bill Boyd.

Rubye Thompson Aviation Service, Route 9, Dallas; Mrs. Rubye Thompson; aviation training school.

Link Employment Service, 406 Lacy Building; Mrs. Lillian V. Thompson.

Keetch Metal Works, 1307 Dragon Street; Kenneth L. Casey; sheet metal; sales office.

Zeigler, Houseman & Associates, 1900 North St. Paul Street; structural engineers.

Rattan Furniture Shop, 3101 Oak

Lawn Avenue; R. E. Hauck; retail.

Greenville Avenue Bakery, 1911 Greenville Avenue; L. T. Aldridge; retail.

Fred Oakley Motors, 612 North Zangs Boulevard; Fred Oakley.

Paul A. Willsie Company of Texas, 1900 North St. Paul Street; Mrs. C. J. Armitage; academic costumes.

Elmer R. Horne, 323 Rio Grande National Life Building; real estate.

Roy Jacobs Company, 2518 Cedar Springs Avenue; John W. Crossley; wallpaper; retail.

Howell H. Watson, Texas Bank Building; realtor.

Fred S. Morgan, 3823 Holland Avenue; individual.

Peerless Manufacturing Company, Walnut Hill Lane and Old Denton Road; Mrs. L. B. Sillers and Mrs. M. H. White; oil field specialties.

Owens-Corning Fiberglas Corporation, 1610 Tower Petroleum Building; James L. Neal; manufacturers' branch office.

Methodist Hospital of Dallas, 301 West Colorado Boulevard; Bolton Boone.

Stainless Products, Inc., 309 Browder Street; Fred W. Duemler; branch office.

Farwell Company, Inc., Buckner Boulevard; A. B. Carter, George A. Linskie, and Thomas M. Jones; mechanical contractors.

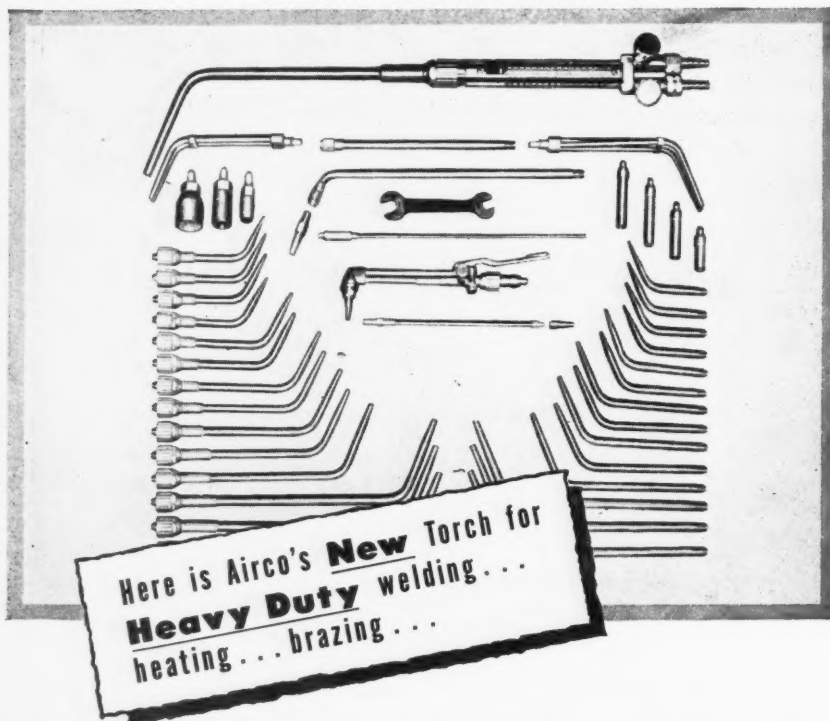
Walter F. Clark Company, 2020 McKinney Avenue; Walter F. Clark; commercial printing.

August Neon Sign Repair, 2722 Wall Street; R. A. Rohloff; manufacturer.

Chesney Jewelers, 4346 Lovers Lane; Joe A. Chesney; retail.

Minneapolis-Honeywell Regulator Company, 2705 Taylor Street; Kent L. Wilson.

Gaston Avenue Convalescent Hospital, 4302 Gaston Avenue; James C. Robinson.



The new Airco 800 Torch is designed for tough, *heavy-duty* jobs. As shown in the illustration, the torch operates with a complete range of welding tips (with or without individual mixers) as well as heating, brazing and a variety of tips for other uses. No other torch can offer this wide operating range.

The torch head is of durable, long-wearing monel metal; thus fewer torch head replacements, and lower maintenance costs result. The general design of

the new Airco 800, plus flexible 1/4" or 5/16" I.D. hose, assures perfect balance and ease of manipulation . . . lowered operator fatigue.


With the addition of a cutting attachment, the Airco 800 is easily converted to handle general shop cutting work.

If you would like more information about this torch, or a **FREE** demonstration right in your own shop, write: **Magnolia Airco Gas Products Co.**, Houston 1, Texas.

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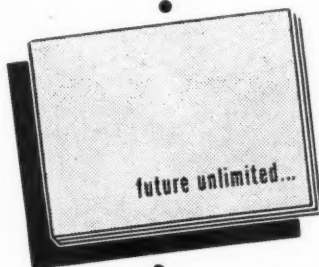
where profits go up . . . costs go down

Delving deeper and deeper into the mysteries of physics and chemistry, research scientists are discovering strange, new elements. Searching for greater markets, lower production costs and increased profits, many industries are locating new plants in the Texas and Pacific Southwest . . . where profits go up . . . costs go down.

Quickly available and abundant supplies of production materials . . . low-cost electric power and cheap, clean natural gas . . . mild climate . . . lower construction costs . . . efficient, dependable rail service . . . excellent plant sites in key cities . . . and well-integrated distribution facilities in one of the Nation's fastest-growing markets—all of these advantages, plus many more, are attracting production-minded, cost-wise industrialists to the Texas and Pacific Southwest.

For more information about choice locations in this growing industrial center, write today for your copy of FUTURE UNLIMITED.

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J. A. McCAUL
Director of Industrial Development
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Dallas 2, Texas

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TEXAS AND PACIFIC RY.





Air view of Dallas
showing part of the
Trinity Industrial
District
(foreground).

WHAT IT MEANS TO BE “UNDER THE SKYLINE OF DALLAS”

1. You are three minutes (in your car) from the Courthouse, five minutes or so from the downtown banks.
2. You are within the “pick-up and delivery area” of Dallas.
3. Trinity Industrial District is the focal point of ALL main highways, not merely one or two as is the case with outlying locations.
4. Three main line railroads serve the District—T. & P., Rock Island and Cotton Belt. Two of them have located their own freight depots there.
5. Visitors can reach you, by car or taxi, almost as quickly as though you were in the congested financial district.

For full particulars about the Trinity Industrial District, call,
wire or write **INDUSTRIAL PROPERTIES CORPORATION**,
401 Republic Bank Building. Telephone Riverside-6552.

TRINITY INDUSTRIAL DISTRICT

IN DALLAS *Last Month*



New Regional Manager. J. C. Sticksel has been appointed Southwestern regional manager at Dallas for the American Optical Company, succeeding S. T. Grunnah, who has been transferred to Chicago as manager of the central region. Mr. Sticksel, who has been associated with the American Optical Company in the Dallas area since 1927, will have supervision over 28 American Opti-

cal branches in Texas, Oklahoma, Louisiana, and New Mexico, with headquarters in the company building at 711 South St. Paul Street. He has served the company as stock clerk, zone stock manager, salesman, and regional operations manager.

BOUDE STOREY, JR., has been elected president of the board of trustees of the Dallas Public Library, succeeding ALFONSO JOHNSON. Other officers are MRS. STONE J. ROBINSON, JR., vice president; and R. L. THOMAS, treasurer.

KARL HOBLITZELLE, president of the Interstate Circuit, has accepted appointment as 1949 campaign chairman for the Texas division of the American Cancer Society.

New executive officer at the Dallas Naval Air Station is COMMANDER B. A. MILES, USNR, who has succeeded COMMANDER PHILIP ALLEN, JR., USNR, transferred to other duties.



Heads Funeral Directors. John H. Mundy of Marrs-Mundy-Quill Funeral Home has been elected president of the Dallas County Funeral Directors' Association, succeeding George A. Brewer of George A. Brewer Funeral Chapel. Mr. Mundy's fellow officers include Wendell C. Merritt, vice president, and G. W. Christian, secretary-treasurer.

GEORGE HART of Dallas has been elected vice president of the American Fashion Association and LANNY SPEYER of Dallas has been renamed secretary-treasurer.

TITLE INSURANCE

CORRECT ABSTRACTS

TEXAS ABSTRACT & TITLE Co. *of Dallas*

**NO DEAL TOO SMALL — NONE TOO LARGE
TO RECEIVE INDIVIDUAL ATTENTION**

OUR POLICIES ARE PROTECTED BY ASSETS IN
EXCESS OF \$5,000,000

1106 Main Street

Phone C-1436



General Works Manager. Fred E. Link, who for the last year has served as assistant to the president in charge of the manufacturing department of Oil Well Supply Company, has been appointed general works manager. Mr.

Link, who joined Oil Well in 1946, will continue as the chief company official in charge of manufacturing activities, with headquarters at Dallas.

FRED F. ALFORD of Dallas has been appointed a member of the Department of Defense industry advisory committee on packaging, storing, and materials handling.

BEN TURPEN, who formerly served as manager of officers' clubs in the Western Flying Training Command, has joined the staff of the Associated Catering Company of Dallas.

WALTER VARNUM, who has been associated with Radio Stations WREN, WLS, and KSTP, has been named regional sales representative in Dallas for RCA broadcast and television sales.



Training Group President. F. M. Keith of the Dallas Power & Light Company has been elected first president of the North Texas Society of Training Directors, which was formed recently to work toward the improvement of employee training methods. Other officers are R. E. Erickson, Chance Vought Aircraft Division, vice president, and Mrs. Lilac Henderson, Sears-Roebuck & Company, secretary-treasurer. In addition to the officers, the directorate includes Carl W. Huser, Veterans' Administration, and J. W. Miller, Employers' Casualty Company.

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If your plans call for new construction, conversion or modernization we can give valuable assistance—to YOU and YOUR architect—and construct your project with efficiency and economy.

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DALLAS

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DALLAS
Houston



Winner of Jaycee Trophy. Selected as Dallas County's outstanding young man for 1948, Willard Crotty, left, is pictured being presented with the annual Distinguished Service Award of the Dallas Junior Chamber of Commerce by Rex B. Beisel, general manager of the Chance Vought Aircraft Division of United Aircraft Corporation. Mr. Crotty, who is manager of the insurance department of J. W. Lindsley & Company, was honored for an impressive list of civic activities including his presidency of the Dallas Junior Chamber last year, during which he was selected as the outstanding president in Texas and the Dallas Jaycees were honored as the outstanding Junior Chamber in the nation.

RUSSELL R. PATTERSON, former Y.M.C.A., has been named executive assistant secretary of the Fort Worth secretary of the Oak Cliff Y.M.C.A.,

succeeding ROBERT BRYAN, who has been appointed boys' work secretary at Dallas' downtown Y.M.C.A.

Tom W. Collins
Publicity • Advertising
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L-3669 3709 HAYNIE

26TH Anniversary
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ARTWARES - GLASS - LAMPS - STATIONERY - HOUSEWARES

Dallas
HOTEL ADOLPHUS
MARCH 6-11



Named Superintendent. W. W. Keith, who began his telegraph career in the Dallas office of the Western Union Telegraph Company in 1917, has been appointed superintendent of the Dallas office, succeeding George B. Willingham, who has retired at his own request after 30 years of service. Mr. Keith has served Western Union as district superintendent for Texas, division commercial manager, and during the last 15 years as Gulf division sales manager.



Air Force Representative. Major John H. Disbro has assumed his new duties as Air Force representative at Texas Engineering and Manufacturing Company in charge of TEMCO's C-54 overhaul and modification work for the Berlin air lift program. A Southwest Pacific bomber pilot for three years during World War II, Major Disbro has since that time been stationed in the Air Force procurement division's Wright Field, Ohio, headquarters.



Cotton Exchange Elects. New president of the Dallas Cotton Exchange is David B. Thompson, who heads his own cotton firm and has been advanced from vice president of the exchange to succeed A. Edgar Kucera. Other officers are Molloy H. Miller, vice president, and Karl Hunt, executive secretary. Directors include Palmer M. Brice, F. J. Esteve, Jr., James G. Jeffries, Fred G. Munsey, L. Roden, Jack J. Stoneham, and O. L. Whaley.

THOMAS R. MURPHY, formerly with the advertising agency of Herbert Rogers

Company and Griffin Grocery Company, has become assistant to W. C. Jones, vice

president and general manager of The Southwestern Company.

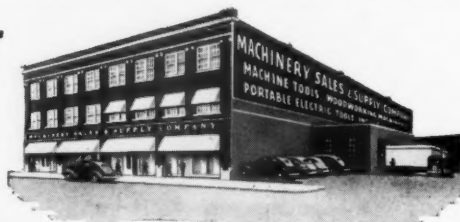
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OUR SPECIALTIES:

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- ★ WOODWORKING MACHINERY
- ★ AIR COMPRESSORS — PORTABLE ELECTRIC TOOLS
- ★ AIR TOOLS — ELECTRIC MOTORS — MILLING CUTTERS — FILES — HACK SAW BLADES
- ★ BAND SAW BLADES — CIRCULAR SAW BLADES — DADO HEADS — MOULDER KNIVES
- ★ PLANER KNIVES — SHAPER STEEL — SAND PAPER — SANDING BELTS
- ★ GRINDING WHEELS — METAL CUTTING BAND SAW BLADES (DISSTON)
- ★ V-BELTS AND PULLEYS — HAND TOOLS (STANLEY) — INDUSTRIAL SUPPLIES



MACHINERY SALES & SUPPLY CO.

3405 Commerce Street

DALLAS

Phone R-6701



Appointed by Community Chest. Francis P. Raffetto, left, has been added to the staff of the Community Chest of Dallas County as assistant to the director, and Mrs. Page Clark, right, has been named publicity director. Formerly associated with the public relations department of the Santa Fe Lines and with the "Galveston Tribune" as a reporter, Mr. Raffetto for the last three years handled newspaper publicity for the Galveston Community Chest. He succeeds Paul D. Branum, who resigned to rejoin the Salvation Army. During the 1948 Community Chest campaign, Mrs. Clark was in charge of radio publicity, the speakers' bureau, and other special assignments. She previously handled publicity for the Cleveland Community Chest for three campaigns, and now succeeds Miss Jeanne Branshaw, who has joined the staff of "The Dallas Morning News."

New trustees of the Dallas Health Museum are BEN H. WOOTEN, MRS. W. F. WATERS, RAY C. DIXON, DR. TOM E. SMITH, H. H. WINEBURGH,

JOHN H. HENRY, RALEIGH HORTENSTINE, PAUL LINDSEY, JULIUS SCHEPPS, DR. FRANK SHULTZ, and J. RALPH WOOD.

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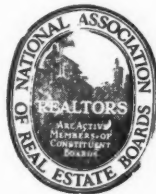
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BUSINESS PROPERTY**

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JESS YEARGAN, general manager of Fakes & Company, has been elected a director of the National Retail Furniture Association.

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Get 100¢ value from every advertising \$ you invest. Our ads will keep your sales people hustling . . . cash registers singing. Challenge us to prove this claim! Call—

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Salter
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VIVRETT & VIVRETT

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Commercial

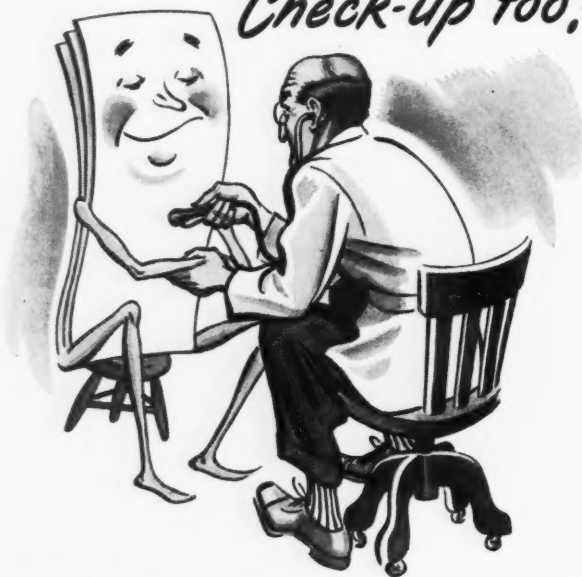


Buildings

SOUTHLAND LIFE ANNEX

DALLAS, TEXAS

Give Your Insurance Program *a Physical Check-up too!*



**WILL IT DO THE JOB
YOU PLANNED FOR IT?**

Today's higher living costs call for a re-examination of your life insurance program to make sure that it still provides the protection you and your family need. Your experienced Southland Life Representative will help you make any necessary readjustment to coordinate your Life Insurance Program with the times.



INSURANCE COMPANY
W. C. McCORD, President Home Office DALLAS

LIFE • ACCIDENT • HEALTH • HOSPITALIZATION INSURANCE

Serving Continuously Since 1908



Fashion Group Director. Miss Anne Prescott Toomey, head artist in the promotion department of "The Dallas Morning News," is the new regional director of the Dallas Fashion Group, succeeding Miss Dorothy Sinz, associate women's editor and foods editor of the "Dallas Times Herald." Other 1949 officers are Mrs. Alma Cunningham, manager of the Dallas Fashion and Sportswear Center, secretary, and Mrs. Betti-Barney Terrell, designer of children's clothes for Johnston, Inc., treasurer.



Joins Advertising Staff. Mrs. Kathleen McCoo Bonifield, who has been associated with the advertising department of Woodward & Lathrop, Washington, D. C., has been appointed assistant advertising manager of W. A. Green Company. She also previously served the New York City public relations firm of Baldwin & Merney.

Hudson & Hudson

Industrial and Business Properties
Sales, Leases and Management
1225 Mercantile Bank Building
PHONE R-9349—DALLAS

Alex D. Hudson James S. Hudson
Alex D. Hudson, Jr.



Advertising Director. Miss Rae Dunlap, formerly advertising director of Remick Company, Quincy, Mass., has been appointed director of advertising and promotion for E. M. Kahn & Company, succeeding Laurence Coulter, who resigned.



Advertising Assistant. Miss Barbara Lockwood has been appointed assistant advertising manager of A. Harris & Company. She formerly served Montgomery Ward & Company and Interstate Department Stores, Inc.

GEORGE W. EDWARDS
ARCHITECT

1509-A COCHRAN STREET CENTRAL-6582



PIG STANDS, Inc.
Originators of
**DRIVE-IN
RESTAURANT
SERVICE**

"Forward with Texas for 27 Years"

for that "new look" in
advertising displays
and modern decor

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PHOTOGRAPHERS

4151 Commerce

Phone T7-7477

Our Trust Department *Is Personalized*

Large or small, no two estates, no two trusts, are ever really alike. Each is like an individual, and therefore requires different *understanding and attention*.

Thus every estate and trust needs the constant attention of experienced officers who are experts in management and administration. Our officers have had many years of such experience. Our Trust Department is the oldest in Dallas.

Yet this personalized service costs no more than what individual executors or trustees would ordinarily charge. Our fees are modest.

We would deem it a privilege to offer any assistance you may require.

Trust Department

The **Dallas National Bank**

"Oldest Trust Department in Dallas"

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QUALITY LEADER
OF THE INDUSTRY

FIRST AGAIN

WITH THE WORLD'S ONLY

45 VOLT ONE-PIECE HEARING AID

Here, at last, is an instrument designed especially to help and please the severely deafened. For years the hard of hearing who needed real help and real power had to get along with awkward, bulky, two-piece aids. They were neglected in the search for smaller and, naturally, less powerful aids. . . . Microtone's responsibility to the hard of hearing goes further! Today, after months of research, we are happy to announce a one-piece 45-volt hearing aid, powerful enough for even the most severe cases. Four-tube power means better understanding. Microtone's four-tube circuit cuts distortion, provides new clarity.

YOUR HEARING

IS YOUR MOST VALUABLE BUSINESS ASSET

We can now supply a Scientifically Fitted one-piece Hearing Aid for both mild or severe cases.

See the Micro-Mizer that cuts operating costs 75%. FREE "SEE for yourself" Hearing Test—Something new.

Buy with confidence from one of oldest hearing aid distributors in the Southwest.



SOLD EXCLUSIVELY BY

HENRY HAMILTON

"A NATIVE OF DALLAS"

STILL AT:

1102 LIBERTY BANK BLDG.
DALLAS C-5324



Fruehauf's New Dallas Plant. Fruehauf Trailer Company's Dallas factory sales and service branch formally opened its new plant last month at 660 Fort Worth Avenue with ceremonies attended by Fruehauf officials from the company's home office in Detroit.

The main building of the new facilities, pictured above, provides 41,720 square feet of floor area as compared with 12,000 square feet in the former plant at 2820 Canton Street, opened in 1936. The newest unit in Fruehauf's network of 80 branches strategically located throughout the United States and



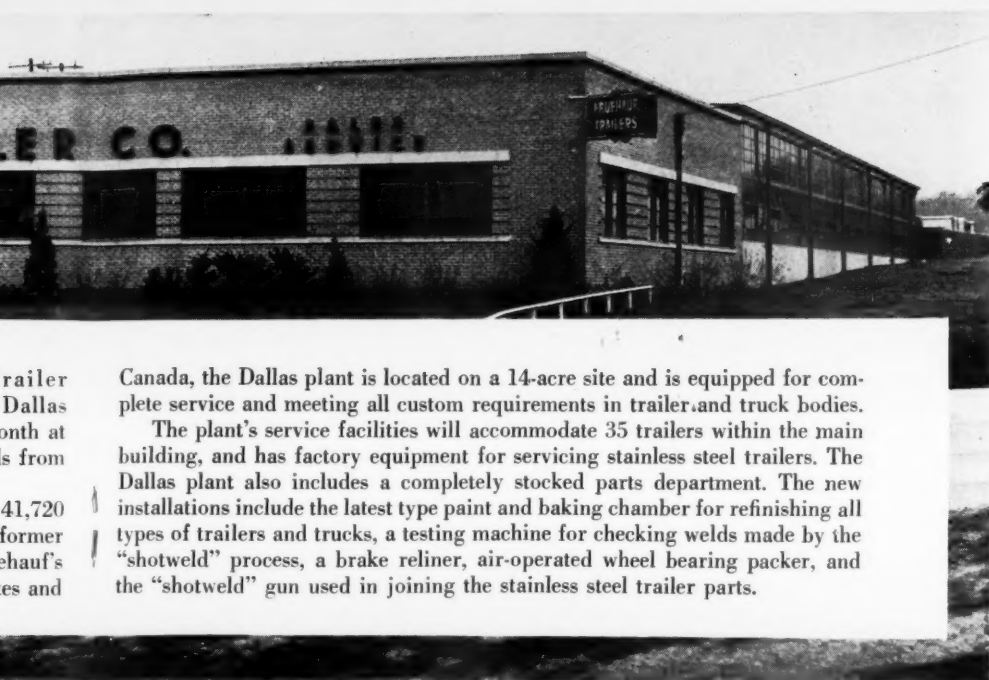
SERVICE EQUIPMENT at new Dallas plant of the Fruehauf Trailer Company is of the latest type such as the portable jig for shot welding stainless steel trailers which C. L. Schneider, left, Fruehauf vice president and Chicago branch manager, is pictured describing to Tom Finney, right, manager of the Industrial Department of the Dallas Chamber of Commerce. Other labor saving devices installed in the Dallas branch include frame and body straightening equipment designed to get rolling faster the trailers that come in for service.



BROADCAST OVER WFAA of ceremony at new Dallas plant included the presentation by Edgar L. Chamber of Commerce, left, above, of a executive vice president of the company, citizen of Dallas by Mayor Jimmie Temple of Dallas honorary citizenship and a belt hauf, company president, who was present for the opening.



DALLAS OFFICIALS, who joined with H. R. Shapbaugh, Southwest regional manager, in putting the welcome mat out for visitors attending the formal opening of the Dallas Fruehauf plant, included, left to right, Ralph Houston, assistant branch manager; J. S. Peterson, branch manager; and James F. Carter, service manager. F. W. Peery is parts manager and H. V. Smith is shop foreman.



trailer
Dallas
month at
is from

41,720
former
ehauf's
es and

Canada, the Dallas plant is located on a 14-acre site and is equipped for complete service and meeting all custom requirements in trailer and truck bodies.

The plant's service facilities will accommodate 35 trailers within the main building, and has factory equipment for servicing stainless steel trailers. The Dallas plant also includes a completely stocked parts department. The new installations include the latest type paint and baking chamber for refinishing all types of trailers and trucks, a testing machine for checking welds made by the "shotweld" process, a brake reliner, air-operated wheel bearing packer, and the "shotweld" gun used in joining the stainless steel trailer parts.



AA of ceremonies opening new Dallas Fruehauf
on by Edgar L. Flippen, vice president of the Dallas
above, of a Texas-made belt to Roy A. Fruehauf,
the company, right, who was named an honorary
Jimmie Temple. Mr. Fruehauf also took a certificate
hip and a belt home to his brother, Harvey C. Frue-
hauf who was prevented by illness from coming to Dallas



FRUEHAUF'S REGIONAL MANAGER for the Southwest, H. R. Shapaugh, right, above, is pictured in his modern office in the new Dallas Fruehauf plant discussing opening day activities with Roy A. Fruehauf, company executive vice president, left. A native of Missouri, where he received his schooling, Mr. Shapaugh has been Fruehauf's Southwest regional manager at Dallas since 1939, when he assumed direction of the former Fruehauf plant at 2820 Canton Street. He has a record of 28 years of service in the trailer and truck industry.



FRUEHAUF EXECUTIVES in Dallas for the formal opening of the new Dallas facilities of the Fruehauf Trailer Company included E. G. Gove, left, vice president, and L. C. Allman, right, also a vice president, who has charge of advertising and public relations for the firm. They are pictured in front of the Fruehauf chuckwagon on hand for the serving of barbecue to the guests who called during the open house.

DALLAS • FEBRUARY, 1949

CLOUD

Employment Service

"The Right Person for the Right Position"

Since 1929

Solve *your* personnel problems
by calling . . .

R-9581

We have Executives, Office, Sales,
and Technical help of all kinds.

Your use of our interviewing
room is invited.

MRS. NELL B. CLOUD, *Manager*

Liberty Bank Building
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No Cost to the Employer

You Create A Business

**INSURANCE is the
then necessity**

Insurance Premiums are an operating cost which must be added to the price of your product to be sold in a highly competitive market.

I reduce this insurance cost by competent insurance engineering, both fire and casualty.

I have represented only capital stock insurance companies for forty years.



CRUGER T. SMITH

General Insurance

R-8624

Magnolia Building



Heads Hotel Association. Raymond Hall, resident manager of the Baker Hotel, has been elected president of the Dallas Hotel Association as successor to Mrs. Helen McGibney, manager of the Stoneleigh and Maple Terrace, who has become chairman of the board. Other 1949 officers are H. H. Anderson, manager of the White Plaza Hotel, and Randall Davis, managing director of the Hotel Adolphus, vice presidents, and R. G. Dillard, resident manager of the Hotel Adolphus, treasurer.



Division Manager. A. M. Wood, who has been South Dallas district sales manager since 1945 for the Procter & Gamble Manufacturing Company, has been appointed manager of the newly established Southwestern division, with headquarters at Dallas. Before coming to Dallas, Mr. Wood was district manager at Boston for Procter & Gamble for 15 years. He has been succeeded as South Dallas district sales manager by J. P. D. Kauffman, formerly sales supervisor in the Louisville, Ky., area.



Named by Home Builders. Avery Mays of Avery Mays Company is the new president of the Dallas Home Builders' Association, succeeding Carl M. Brown. Other officers are George Mixon, vice president; Wilson H. Brown, treasurer; Vernon Smith, secretary, and Grover A. Godfrey, executive vice president. Directors include George Jackson, Charles F. Mayer, J. M. Tuttle, Jr., Tom Lively, Harold Weil, and Wiley Roberts.

ROBERT G. STORY, JR., has been named president of the Junior Bar Association of Dallas. Other officers are LARRY JONES, first vice president; CHARLES SHIELDS, second vice president; and ED WYNN, secretary-treasurer.



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CONGRATULATIONS...

... to
Mr. C. Grady Cates
 ... and the
**Hines Boulevard
 Lumber Company**
 on your NRLDA Award
 for an outstanding
**Public Relations
 Program in the
 retail lumber
 field . . .**



We at WORLDWIDE SYNDICATE are proud of your award from the National Retail Lumber Dealers Association. Your extensive use of our "WOODY" Advertising Cartoons is outstanding indeed. We are proud, too, of the fine work "WOODY" has done for you in the way of public relations, advertising, and sales promotion. This award is a tribute to "WOODY" and "all the gang" at Hines Boulevard Lumber



Company for an exceptional program and it is indicative of your fine concern. As the building industry returns to a buyer's market, lumber dealers throughout the country are turning to "WOODY" advertising for positive results. "WOODY" cartoons are designed to do three jobs for the lumber merchandiser—advertising, relations, selling. "WOODY" cartoons are sold to lumber dealers throughout the country, with exclusive territory rights.

WORLDWIDE SYNDICATE

701 Construction Building

Dallas

Originators and Creators of
 "WOODY" "YUMMY" "AUTO JESTS" "TOP O' THE MORNING" "POLLY-C"
 "OLD MASTERS" and "PEEK"

Fast Dependable Service



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3519 Oak Lawn

Telephones J8-0707 — J8-0262

EAST DALLAS BRANCH OFFICE

5327 East Grand Avenue

Telephone T7-9272



Heater Sales Manager. Bert E. Densmore has assumed direction of oil heater sales country-wide for the Guiberson Corporation of Dallas following his appointment to the newly created position of sales manager of the oil heater division. Mr. Densmore was formerly with Norge and later with the Monroe Stove Company.



Named Sales Manager. Earl N. Jackson has been named sales manager in charge of the new sales office opened at 1614 Industrial Boulevard by the South Wind Division of Stewart-Warner Corporation.

NO CAN'TS IN OUR PLANT!

We CAN give prompt, economical, superior service on all your Household Goods Moving and Storage.

HOUSEHOLD GOODS

- ★ MOVING
- ★ STORAGE
- ★ PACKING
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Our modern equipment, skilled personnel and over 73 years experience in moving, storing and shipping guarantee freedom from worry and lower cost to you. Our modern warehouse facilities include separate locked rooms, rug vaults, separate compartments equipped with special racks for storage of overstuffed furniture. Clean and fumigated open storage. Pianos given special care. Local and long distance moving. Agents for Allied Van Lines, serving 48 states.

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Only Rock Island modern Freight Service offers all these features—

RF FAST ROCKET FREIGHTS



Express-speed, Diesel-powered freights between terminal points, expediting service to and from intermediate cities.

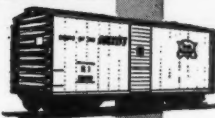
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Nearly 5,000 miles of truck transit lines, providing pick-up and delivery, door-to-door merchandising service.



EXPEDITED "PACKAGE CARS"

More than 23,000 Special Package Cars annually offer better protection for small shipments and quicker time to break-up points.



NEW FACILITIES AT DALLAS—

- ★ New Convenient Freight House
- ★ Sheltered Open Platforms
- ★ Unloading Platform for heavy machinery
- ★ Extensive Continental Avenue Team Tracks
- ★ New Team Tracks at Record Road

Our new facilities in Dallas add up to easier freight handling, faster shipping for '49! Call our representative for your next shipment.

Or if it's moving day for your business, consider the advantages of Trinity Industrial District and Arlington Park Industrial Acres, both offering excellent plant sites close to the heart of Dallas, both served by Rock Island trackage. We'll be glad to furnish complete details.

For full information, contact:

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Albert F. Hatcher
Division Freight Agent
Rock Island Lines
Commerce & Field Streets

IN CHICAGO

W. E. Bolton
Assistant to President in charge
of Industrial Development
Rock Island Lines
La Salle Street Station

ROCK ISLAND LINES

THE ROAD OF PLANNED PROGRESS



Elected by Cleaners. William Sparks of Airlawn Cleaners & Laundry has been installed as the new president of the Dallas Association of Cleaners and Dyers. Other new officers are Jack Diamond, vice president; A. J. Perry, secretary, and Ray Tyson, treasurer. Directors include Henry Hardee, H. H. Fife, Jack Hays, and C. W. Wallace.

O. H. KOCH of Dallas has been elected president of the Texas Society of Professional Engineers.



Agricultural President. C. B. Spencer of the Texas Cottonseed Crushers' Association is the 1949 president of the Dallas Agricultural Club, having been elevated from vice president as successor to Ray W. Wilson, State Fair of Texas. Other officers are Fred M. Shaw, vice president, and Z. E. Black, secretary-treasurer.

FRANK CAIN, Dallas attorney, has been named general counsel for the Texas Used Car Dealers' Association.



Heads Credit Managers. Oscar W. Grosskopf, credit manager for Pillsbury Mills, is the new president of the Dallas Wholesale Credit Managers' Association. Other officers are C. W. Cayten, first vice president; Tyler T. Harrison, second vice president; F. C. Carter, Jr., treasurer, and Paul A. Kerin, secretary-manager.

HERB WILLIAMS has joined the new-car sales division of Greater Dallas Motors, Lincoln-Mercury dealer.



Only

SERVEL ALL-YEAR GAS AIR CONDITIONING

Provides Instant Heating or Instant Cooling from Same Unit

No Wonder

More and more Texas business houses, like those pictured below, are being air-conditioned by gas. Owners select Servel because of its amazing flexibility. Economical. Quiet. Guaranteed for five years.



Ira A. Prewitt Hardware Co., Taylor



Chiropractic Health Clinic Terrell



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Leutwyler Jewelry Store Vernon



Texas Sash & Door Co. Fort Worth



Texas Fireproof Storage Co. Waco



Gray & Daniel Men's Wear, Cleburne



Victor Cornelius, Adv. Eastland



Woozy Cafe Merkel



Specialty Shop Cameron



Varsity Shop Denton



J. K. Hughes Oil Co. Mexia
★LONE STAR GAS COMPANY

INDUSTRIAL SITES

Close In

8½ ACRES

Located One and One-Half Miles from Main and Akard on High Ground on the M. K. & T. R. R. between Hines Boulevard and Maple Avenue.

8 ACRES

Located One and Three-Quarter Miles from Main and Akard in an established South Dallas Industrial District on the Cotton Belt R. R. on Oak Lane near Second Avenue.

We Will Plan, Finance, Construct and Lease Plants
To Fit the Needs of Responsible Tenants

P. O' B. MONGOMETRY

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DALLAS, TEXAS Phone Riverside-1139

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situated to serve you . . .

• Located in the heart of industrial Dallas, the "Texas" Bank has its finger on the pulse of this ever-progressing, ever-prospering city. The "Texas" is prepared to serve the increasing number of customers and the growing volume of business. The complete banking service it offers you is efficient, courteous and competent.



Personnel Group Head. New president of the Dallas Personnel Association is Forrest J. Johnson, personnel director for Skillern & Sons, who has succeeded J. W. Miller, Employers' Casualty Company. Other 1949 officers are James A. Parker, Federal Reserve Bank, commercial vice president; W. D. Coursey, Geophysical Service, industrial vice president; J. D. Patterson, Veterans' Administration, government vice president; John F. Hilliard, Southern Methodist University, social and educational vice president, and Mrs. Helena K. Robb, Bureau of Labor Statistics, Department of Labor, secretary-treasurer.



Exchange Club President. New president of the Dallas Exchange Club is R. L. Hawley, owner of the Dallas Blue Print Company, who has succeeded Ralph T. Doshier. Other officers are George E. Christensen, vice president, and Hugh A. Arthurs, secretary-treasurer.

Cedergren Metals Co.

- Cemetco Specification Non-Ferrous Metals
- Permanent Mold and High Pressure Diecastings

UNDER LABORATORY CONTROL
Telephone R-4297 P. O. Box 5562
DALLAS 2, TEXAS



Opens Hat Sales Office. Maurice Bresnen is regional manager in charge of the new sales office opened in the Fidelity Building in Dallas by the Frank H. Lee Hat Company of Danbury, Conn., to serve the South and Southwest. The Dallas office facilities include two show rooms for the display of Lee and Disney hats.



Leads Used Car Dealers. Walter Wilson of Wilson Motors is the new president for the ensuing year of the Dallas Used Car Dealers' Association. His fellow officers are Herbert Stalcup, vice president, and Tom Blundell, secretary-treasurer. B. P. Fulfer has been named to the board of directors to fill an unexpired term.

Robert D. Goodwin

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Specializing in Investment Stocks and Bonds*

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DALLAS, TEXAS



Educational Director. H. V. (Bud) Shields, who has been associate professor in the Institute of Insurance Marketing at Southern Methodist University, has joined the Great American Reserve Insurance Company of Dallas as educational director. Mr. Shields also formerly served as a district manager for the Union Central Life Insurance Company.



General Sales Manager. Oliver C. Harrison, who has been manager of the Dallas division of Huey & Philp Hardware Company since 1936, has been appointed general sales manager of the hotel supply division of Huey & Philp. Mr. Harrison has been associated with the company's hotel supply division for 30 years.



Merchandise Assistant. Benjamin Eisner, who joined Neiman-Marcus Company in 1934 and served as floor manager and divisional merchandise manager of the second floor shops until he entered the Marine Corps in World War II, has been appointed assistant merchandise manager of the street floor shops.

**HOTELS
OFFICE BUILDINGS**

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R-4675**

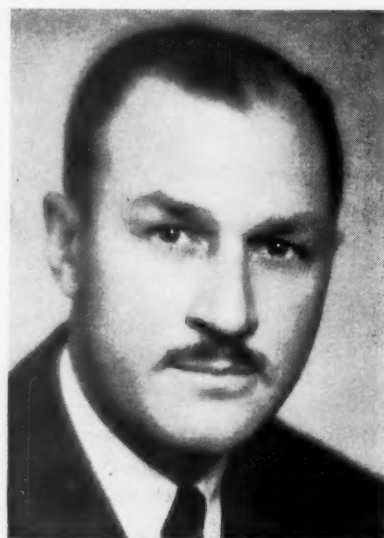
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PROPERTIES**

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REALTOR

703-5 GULF STATES BUILDING

**INVESTMENT PROPERTIES
EXCLUSIVELY**

Citizens' Council Chief. George L. MacGregor, president of the Dallas Power & Light Company, has assumed the presidency of the Dallas Citizens' Council as successor to E. P. Simmons, president of Sanger Brothers. Other officers are T. E. Jackson and J. L. Latimer, vice presidents; John E. Mitchell, Jr., secretary-treasurer, and Philip E. Fox, assistant secretary.

J. W. BATESON CO., INC.

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1103 Irwin-Keasler Building

Dallas 1, Texas

CECIL W. CROW

Insurance and Bonds
109 Thomas Building C-8428
Dallas 1, Texas



Move Beauty Salon to New Location. Mr. and Mrs. M. Alfonso, owners of Alfonso's Beauty Salon, have moved their shop from the Volk Brothers Company store to a new location, 203 South Akard Street. They are pictured above serving a customer in their new quarters, where new equipment has been added. The salon has the same staff of operators employed at previous locations.

FRANK H. KING, who has been Texas bureau chief at Dallas for the Associated Press, has been made AP's general executive for the Southwest, with headquarters at Dallas. HARVEY L. SCANDRETT has been named acting head of the Dallas bureau as successor to Mr. King.



MRS. LOIS MILLS BURRIS, publications editor of the Texas Employers' Insurance Association and the Employers' Casualty Company, has been named second vice president of the Society of Associated Industrial Editors.

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★ Bring your car to us for service and repairs . . . you'll always RIDOUT with SATISFACTION.

Everything for Your Ford

Ridout
AUTHORIZED SALES & SERVICE *Motors, Inc.*
DRIVE IN FOR SERVICE - RIDOUT WITH SATISFACTION

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- FOR SOUND TITLE PROTECTION
- FOR EFFICIENT CLOSING SERVICE
- FOR BONDED ESCROW

WITH THE LARGEST TITLE INSURANCE COMPANY
OPERATING IN THE SOUTHWEST

Lawyers Title

INSURANCE CORPORATION

In Irving
109 W. First St.

Downtown
1107 Main St.

Casa Linda
Next to Casa Linda Theatre



Sales Manager. William P. Webster, formerly sales manager for the Dr. Pepper Company at New Orleans and more recently engaged in sales work for a Dallas bakery supply firm, has been named manager of water cooler sales for Texas Distributors, 3914 Live Oak Street. He will be in charge of selling and leasing Westinghouse electric water coolers to business and industrial users.



Advanced by Holeproof. Vaughn Gilger, who has been a sales representative in North Texas and Oklahoma for the Holeproof Hosiery Company, has been appointed sales manager of the newly created Southern sales division of the company, with headquarters at Dallas. Before joining the hosiery mills in 1938, he was associated with Marshall Field & Company.



Named by Western Union. New division sales manager at Dallas of the Gulf division of the Western Union Telegraph Company is L. R. Wilcox, who has been sales manager in the St. Louis office since 1938. He began his telegraph career as an operator in Hutchinson, Kan., in 1925.

New president of the Dallas Cotton Shippers' Association is F. J. ESTEVE, JR., whose fellow officers are WILLIAM C. HELMBRECHT, vice president; and KARL G. HUNT, secretary-treasurer. New directors are JAMES B. HUBBARD and J. M. CRAUGH. HAROLD S. STERNBERG is a holdover member of the board.

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27 YEARS AGO I BEGAN DEVELOPING
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HERE'S THE FAST SCHEDULE:

Southbound

Lv. DALLAS 5:00 P. M.

Ar. HOUSTON 9:25 P. M.

Northbound

Lv. HOUSTON 4:45 P. M.

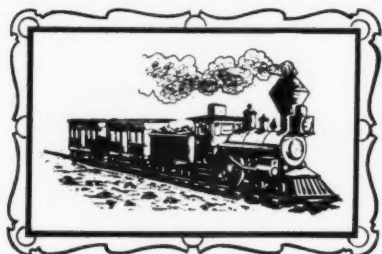
Ar. DALLAS 9:10 P. M.

Purse-Pleasing Fares, Too

\$6.10 one-way Round-trip \$11.00
(plus 15% Federal Tax)

in clean, comfortable chair cars. Reserved space in parlor cars slightly higher.

Southern Pacific also offers two other fine trains between Dallas and Houston; the streamlined *Hustler* (early morning departure, intermediate stops), and the overnight *Owl* (late evening departure, through sleeper service).



PIONEERS IN DALLAS RAILWAY SERVICE SINCE 1872

In July, 1872, the Houston and Texas Central Railway completed the building of the first rail line from Houston to Dallas and over this line was moved the first railroad train ever to operate into Dallas. These railroads and others built and acquired over the years have combined to make Southern Pacific Lines always the foremost transportation agency in Texas since pioneer days. This leadership has been maintained through SP's policy of progressively improving its services to shippers and passengers.

Southern Pacific

MORTON H. SANGER, executive vice president of E. M. Kahn & Company, has been named a director of the National Retail Clothiers' and Furnishers' Association.

JOE LINDSLEY and G. C. LEDYARD, JR., of J. W. Lindsley & Company have been elected salesmen affiliates of the Society of Industrial Realtors.



**All Over Dallas
They're Changing to
ODORITE**
NO EQUIPMENT TO BUY
MATERIALS TO STORE
WASH ROOM and REST ROOM
SANITATION and DISINFECTING
SERVICE

At a Small Monthly Charge

**AER-O-MATIC
DEODORIZER CO.**

JOHN ELFONT, Sales Manager

PHONE

Justin 8-8533

OFFICE: 5403 BRADFORD DRIVE



Public Relations Award. C. Grady Cates, president of the Hines Boulevard Lumber Company, left, is pictured looking over the certificate of national award of merit which the firm received recently from the National Retail Lumber Dealers' Association for "distinguished service to its community and industry beyond the normal requirements of good business practices and ethics." Mr. Cates is shown with Edward W. Rolsten, center, vice president of World Wide Syndicate, Dallas advertising cartoon firm which created the character "Woody," who is playing a prominent role in the lumber company's public relations, advertising, and sales promotion program.

"Woody," the trademark ambassador of goodwill, around whom the Hines Boulevard Lumber Company developed its advertising and public relations program, was introduced to Dallas through the advertising columns of DALLAS, "The Dallas Morning News," and "The Dallas Times Herald." He has been made a "citizen" of Dallas. Co-owner of the lumber firm with Mr. Cates is Henry C. Kersey, vice president.

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Air Conditioning, Heating, Ventilating, Electric Wiring and Plumbing
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45,000 Square Feet—Near Center
of City

Sprinkler System—Trackage
Truck Dock

Available in April, 1949

HENRY S. MILLER CO.

REALTORS
35TH YEAR

Southland Life Building DALLAS Phone Riverside 9171





Heads Co-Operative Club. Arthur L. Owen has been installed as new president of the Dallas Co-Operative Club, succeeding Hal Newman, who has become chairman of the board of directors. Other officers are Dr. O'Neil Gray, first vice president; Kim Cashion, second vice president; Neil Johnson, Jr., third vice president; Burke Gilliam, secretary-treasurer; Kenneth J. Carter, sergeant-at-arms; Ed Markham, parliamentarian; and the Rev. Tom Shipp, chaplain.

Municipal Contractors Association Headquarters Established in Dallas

Activity of the Municipal Contractors Association of the Associated General Contractor of America during the past year was highlighted by the establishment by the organization of its permanent headquarters in Dallas. Its offices are in 212 Thomas Building under the direction of R. M. Dixon, executive manager.

Other officers are E. W. Sherman, Oklahoma City, president; F. S. Oldt of Dallas, vice president; and Claude Everett, Jr., of Houston, secretary-treasurer.

Founded in 1944, the Municipal Contractors Association became affiliated with the A.G.C. in 1945. Under its charter provisions, it concerns itself with the construction of public improvements insofar as sound planning and proper financing are concerned.

The organization is dedicated to educational effort for the betterment of conditions in the general field of public construction, points out Mr. Dixon. This involves the improvement of projects through the development of better en-

gineering plans and specifications, more equitable contract documents, the elimination of unsound and unlawful practices

in the preparation and letting of construction contracts, and the preservation of free, fair, and competitive bidding.

COMMERCIAL SALES & LEASES

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REALTOR

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R-4922

DALLAS' *Largest and Finest*

Wynnewood

The Planned 'City Within a City'



• Distinctive Homes of Character

• Modern, Two-Bedroom Apartments

• And Now, Under Construction, One of the Nation's Most Complete and Modern Shopping Centers



Wynnewood

AMERICAN HOME REALTY COMPANY

2311 Salerno Drive
DALLAS

"Democracy Works Here" Drive Opened by Retailers

To reemphasize to Dallasites that the American way of life is the best, Dallas retailers launched this month a "Democracy Works Here" program, with an intensive opening week campaign.

Coordinating their efforts through the Dallas Retail Merchants' Association, a division of the Dallas Chamber of Commerce, the retailers are sponsoring the Dallas participation in a patriotic project being conducted nationally by the Retail Associations of America in conjunction with "The Saturday Evening Post."

The retail stores inaugurated the "Democracy Works Here" program by use of window displays, newspaper and radio advertising, and talks before civic, luncheon, and other clubs to demonstrate the blessings of the American system and to tell Dallas residents about the part retailing plays in the American economy.



Leaders of the campaign are Arthur L. Kramer, Jr., A. Harris & Company,

chairman, shown at left, and J. D. Brewer, Ring & Brewer, vice chairman, right.

"The continuance of our national progress is contingent upon individual progress; that is our American economic system, to which retailing so proudly contributes," pointed out Mr. Kramer.

M O R T G A G E L O A N S

ALL TYPES, CONVENTIONAL, F.H.A. AND G.I.

TO BUY, BUILD, RE-FINANCE OR REPAIR—BEST INTEREST RATES
Loans approved from plans and specifications on proposed buildings.

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"25 Years in Dallas"
Approved FHA Mortgagee

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INSPECTIONS, COMMITMENTS on CONVENTIONAL LOANS IN 24 HOURS

Sales and Leases

Business and Industrial Properties

JACK MOSER



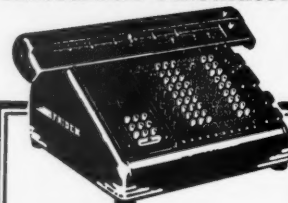
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"FOR 39 YEARS"

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FRIDEN Automatic Calculators



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FASTER

\$385.00 AND UP

IMMEDIATE
DELIVERY

Call for Demonstration

FRIDEN
CALCULATING MACHINE AGENCY

H. A. MEIERDING

District Manager

2037 MAIN STREET

PHONE C-7946



U. S. Attache Honored. The Dallas Export-Import Club was host last month to H. R. Hungerford, attache, United States embassy, London, during his two-day visit in Dallas to confer with businessmen interested in trade with foreign countries. Mr. Hungerford, right, is pictured with C. A. Johnston, president of the Dallas Export-Import Club, left, and Ray L. Miller, regional director, field service, Bureau of Foreign and Domestic

Dallas Becomes National Home of Skeet Shooting

Dallas has become the permanent national home of skeet shooting, with the transfer from Washington of the headquarters of the National Skeet Shooting Association. This means that Dallas will be the permanent location of the annual national skeet shooting tournament, which attracts hundreds of America's top-rank skeet shooters and their families.

To help bring the association's headquarters and the national competition to Dallas, the Dallas Gun Club agreed to make available its facilities, including clubhouse, for the national shoot. In addition, the club will deed to the national association a 90-acre tract adjacent to the gun club's grounds and build 18 skeet fields in addition to the six now in use. Colonel E. F. Sloan is general manager of the National Skeet Association.

March to Be Observed As Fire Clean-Up Month

Spurred to more vigorous fire prevention effort by a sharp increase in fire losses in 1948 over 1947, the Dallas Fire Prevention Council is completing preparations for the observance of March as Clean-up Month as a part of its year-round program to reduce fire loss in property and lives.

A total of 983 fires in Dallas in 1948 caused a \$2,525,870 loss in property, 18 deaths, and injuries to 71 other persons as compared with 929 fires in 1947 which caused a property loss of \$1,766,584, reported T. C. Winter, vice chairman of the Dallas Fire Prevention Council.

"Fire prevention is not complicated, it certainly is not expensive and it doesn't take any excessive amount of time," commented Mr. Winter. "It also is a sound investment to individuals and businesses. Remember—more than 11,000 Americans will die in fires this year and twice that number will be badly burned, some disfigured for life, and more than \$2,000,000 of valuable goods will go up in smoke each and every day of the year."

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WHOLESALE DISTRIBUTORS



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MUSTANG ASBESTOS SIDING
AMERICAN STEEL AND WIRE PRODUCTS**

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—DALLAS—

Phone D-4-4832



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- Nineteen district service offices.
- Proved financial responsibility.
- Qualified rating and underwriting "know-how."
- Prompt handling of claims.
- Texas' largest insurance safety engineering organization.
- Insurance at cost to Texas employers.

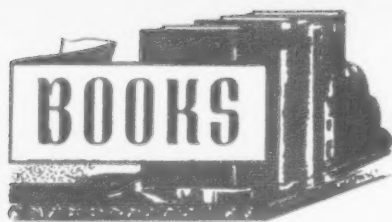
More than a third of a century's specialization in Workmen's Compensation Insurance has gained "know-how" for the Texas Employers' Insurance Association. This "know-how" enables the Association to meet and handle any Workmen's Compensation rating, underwriting, claim or safety engineering problem that any business or industry operating in Texas might have.

Furthermore, the Association's 19 district offices, located in strategic points throughout Texas, make it possible for the Association to give more prompt, efficient and complete Workmen's Compensation Insurance Service—and at a saving, too. To date, savings to policyholders have amounted to more than \$22,000,000.

Are you, as an employer of labor in this great state, taking advantage of this service and saving? If not, why not? More than 6,000 Texas firms are

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HOMER R. MITCHELL, Chairman of the Board A. F. ALLEN, President



How to Speak: Here, There, and on the Air

By John Dixon. Published by Abingdon-Cokesbury Press. 243 pages. \$2.75.

PROBABLY, as the New Year dips further into 1949, you are lagging a little on those resolutions and it is not surprising that one of the weakest points is that high resolve to really accomplish an improvement in the manner of presenting your views to others—in short, in making a speech. Just here John Dixon proposes to come to your rescue with his well designed, well prepared, and well developed book, "How to Speak: Here, There, and on the Air."

And Mr. Dixon is himself well prepared for such a task. Not only did he demonstrate in southern colleges in his younger days an unusual ability both as a speaker and debater, but more recently has found himself further north, where, in Wisconsin, he has been identified in state educational circles as an instructor in public speaking for business and professional men and women and in courses offered by the American Institute of Banking.

Author Dixon has built his extremely practical book around three central themes—preparing your speech, preparing your delivery, and preparing yourself. His presentation is right down to earth. In discussing the phase, preparing the speech, he says you must make it interesting, make it clear, and define your aim. Best of all, he shows how it is done. As regards delivering the speech he tells you how you are to be master of your notes instead of letting them master you. With respect to preparing yourself, you are really in for a surprise. All in all, here is a book that is a joy to the want-to-be-a-speaker.

How to Think Creatively

By Eliot D. Hutchinson. Published by Abingdon-Cokesbury Press. 233 pages. \$2.75.

THOSE who can remember back far enough—long, long before the days of Doak Walker & Company at Southern

Methodist University—will recall a young man who was a spark-plug on the campus and in the halls of SMU by the name of Pat Beaird. This same Pat Beaird, now grown older, of course, is the spark-plug in the production and promotion of publications of Abingdon-Cokesbury Press.

One of his hobbies in those far-removed but never-to-be-forgotten days at SMU was creative thinking. He has long waited to publish a book on the subject which would be comprehensive enough to contain needed information and practical enough to be used by Mr. Average-Businessman or Mr. Average-Individual. After wide and varied search, he achieved both objectives in Eliot D. Hutchinson's new book.

Dr. Hutchinson, upon graduation from Harvard, embarked upon a career in the field of psychology and has gained wide experience both on university faculties and in industrial departments. He served for some time with Sylvania Electric Products, Inc., of New York City. In his new book, he gives each of us hope and shows us that we can do actual creative thinking, although sometimes unconsciously, and, best of all, can apply it to our own humdrum and routine lives, to our own pleasure and advancement. So, let's think!

Encyclopaedia of Wit, Humor, and Wisdom

Compiled by Leewin B. Williams. Published by Abingdon-Cokesbury Press. 575 Pages. \$4.95.

IN ORDER to further equip the person who would be a speaker on either public or private occasions, Manager Pat Beaird of Abingdon-Cokesbury Press went the second mile when he consulted with his old friend, Leewin Williams, with the result that Mr. Williams came up with the "maestro" of books of jokes and anecdotes. After searching all sources, he compiled more than four thousand stories under more than five hundred classifications—stories old, stories new, some legendary, some true.

Whether you wish to while away an hour filled with chuckles and smiles or are seriously bent in searching for the story that will illustrate your point, you will find yourself under lasting obligation and gratitude to both Manager Beaird and Compiler Williams for a job excellently done.—Sally Garrison.

HOW TO SPEAK...

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JOHN DIXON

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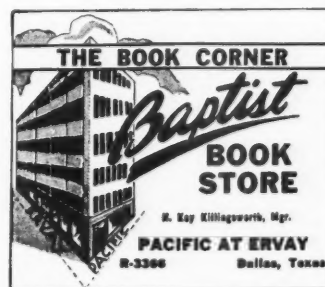
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Texas Delegates Give Personal Invitation to 1950 Dallas Convention

WEARING boots, 10-gallon hats, and badges specially designed in the shape of the Lone Star State, 125 members of the Texas Chapter of the American Society of Heating & Ventilating Engineers and their wives rode their special train into Chicago last month to extend a personal invitation to heating and ventilating engineers country-wide to come to Dallas next January for their 1950 national convention.

The Texas delegates assembled in Dallas and went in a group to Chicago for the fifty-fifth annual meeting and exposition of the American Society. The fifty-sixth annual convention will be held in Dallas next January 22-27.

The Texas delegation to the Chicago meeting is pictured at top, right, preparing to board their Santa Fe special train. C. Rollins Gardner, a past president of the Dallas Chapter of the American Society of Heating & Ventilating Engineers, who was in charge of arrangements for the special train, is shown pinning a convention badge on one of the delegates, aided by Z. E. Black, manager of the convention department of the Dallas Chamber of Commerce, who is pictured at Mr. Gardner's right.

Officers of the Dallas Chapter are shown at bottom, right, boarding the Dallas car just before the signal was



given for the train to pull out from the Dallas Union Station. They are: Left to right, top row, E. T. Gessell, a member of the board of governors, and R. E. Allison, secretary; middle row, Herman Blum, vice president, and J. P. Ashcroft, a governor; and bottom row, George A. Linskie, president, and Mr. Gardner, a governor. A. B. Ullrich, Jr., is treasurer.

The Dallas national convention, expected to attract some 2,500 delegates, will be the first ever held by the organization south of St. Louis. It will be the first time also that an exposition has been held with the meeting in any city other than New York, Chicago, Cleveland, and Philadelphia.



—Photograph by Squire Haskins.

The exposition will be held in buildings at Fair Park.

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Henry Miller, Sr., Marking 35th Year in Real Estate

A FORMER mail boy who began his business career at the age of 13 is this year observing his thirty-fifth anniversary in real estate, his thirtieth as head of his own firm.

He is Henry S. Miller, Sr., of Henry S. Miller Company, who is pictured at left, above, with Henry S. Miller, Jr., who is a partner with his father in the firm.

The first job of Henry S. Miller, Sr., a native Dallasite, was as a mail boy in the wholesale office of Sanger Brothers, where he advanced successively as assistant bookkeeper, bookkeeper, and assistant to the credit manager, who then was W. O. Connor, later president of the Republic National Bank.

But in 1914 Mr. Miller left Sanger Brothers to enter the real estate business, becoming associated first with Adam H. Davidson in Davidson-Davis Company, which had its offices in the Busch Building, now the Kirby Building. The next year he became a member of the firm. He served in the residential property department of the company.

This real estate firm was dissolved, however, when the United States entered World War I and Mr. Davidson enlisted in the Army. Mr. Miller then joined the Flippen-Prather Realty Company but,

after a year of service with this organization, he opened his own real estate office

in January, 1919, in the Southland Life Building. As the oldest tenant in the building in point of occupancy, he has had his headquarters there ever since.

During his real estate career, Mr. Miller has made many important appraisals including those of the Magnolia Building, Santa Fe Building, and the Wirt Davis Estate. He was the original appraiser for the Dallas Federal Savings & Loan Association and continued in that capacity for more than 25 years until he asked for a leave of absence. He was classified as a Grade A appraiser for the Home Owners' Loan Corporation and appraised hundreds of properties.

Long active in civic work, Mr. Miller has handled several real estate transactions as a civic service without fee, such as the purchase of the property by Edward Titche and John Genaro for donation to the Dallas County Chapter of the American Red Cross.

He has handled many of Dallas' major property sales and leases, including sale of the Linz Building to the Rio Grande National Life Insurance Company, assembling of property at Akard and Young Streets for Employers Insurance Building, sale of the old American Exchange National Bank Building at Main and Poydras Streets, and the lease of property to Neiman-Marcus Company.

Mr. Miller is a director of the National Association of Real Estate Boards.

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Business Opportunities

EDITOR'S NOTE: The Dallas Chamber of Commerce cannot guarantee any firm or individual mentioned in this column. All statements are those offered by the firms or individuals, and it is suggested the usual investigation be made in each instance.

The following individuals and firms are seeking representation in Dallas and vicinity.

George A. Coleman Company, Box 375, South San Francisco, Calif., manufacturer of small wiring devices, is seeking manufacturers' agents to cover the notions and hardware departments of department stores and chain, variety, drug, and hotel supply accounts.

Charles S. Andres Company, 401 Broadway, New York 13, N. Y., is seeking a representative to handle a novelty toothbrush holder.

Charles F. Orvis Company, Manchester, Vt., manufacturer of fishing tackle, is interested in securing a dealer outlet in Dallas.

Kon-Kre-Kota Company, 1042 West Twenty-fourth Street, Los Angeles 7, Calif., manufacturer of concrete coating materials, wishes to contact individuals or firms regarding representation on a franchise basis.

Cornell Soap Company, 3359 Thirtieth Street, San Diego 4, Calif., manufacturer of mechanics' soap, is seeking a Dallas representative.

Super-Ice, 334 Magnolia Street, Oakland 7, Calif., portable ice box manufacturer, wishes to contact jobbers in Dallas.

F. W. Hill Company, 381 East Main Street, Meriden, Conn., manufacturer of decorative lamps for use with both gas and electricity, is seeking a Texas representative.

Fish Equipment Company, Beloit, Wis., manufacturer of mechanical ovens for the baking industry, is seeking a Dallas distributor.

Gagel Laboratories, 326 Third National Building, Dayton 2, Ohio, manufacturer of flameproofing and mothproofing materials, is interested in obtaining representation in the Dallas area.

Ira J. Owen, 411 Poplar Street, Laguna Beach, Calif., utility lamp manufacturer, is interested in distribution in Dallas.

Sunroc Refrigeration Company, Glen Riddle, Pa., manufacturer of water coolers and conditioners, is seeking to establish sales and service representation in Dallas on an exclusive basis.

Miami Aluminum Products, 3631-37 Northwest Thirty-eighth Avenue, Miami, Fla., is seeking to license firms in Texas to manufacture and distribute an aluminum awning window.

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DALLAS NATIONAL BANK BUILDING

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Dallas Banks Report Gains; Make Staff Advancements

A YEAR of gains in bank clearings, debits, deposits, resources, and net earnings was reported to stockholders and directors of Dallas' 21 banks at their annual meetings last month.

For the banks as a whole, clearings totaled \$12,568,875,300 for 1948 as against \$11,244,865,400 for 1947 and debits aggregated \$12,302,301,000 in 1948 as compared with \$10,317,634,000 in 1947. As of the year-end bank call date, deposits of the 21 Dallas banks stood at \$1,084,385,041 as against \$1,021,950,076 on December 31, 1947, and resources amounted to \$1,174,760,204

as compared with \$1,102,106,550 on December 31, 1947.

Fifteen of the Dallas banks made changes in executive personnel, which consisted of staff additions and advancements and the election of new directors. Officers and directors of the remaining six banks were reelected without change—National Bank of Commerce, Grand Avenue State Bank, American National Bank of Oak Cliff, Lakewood State Bank, Oak Lawn National Bank, and City State Bank.

The banks which made changes announced their promotions and additions as follows:



J. WILLIAM MASSIE



CECIL L. MURPHY



PAUL C. TEDDER



LEON ROGERS



J. WILLIS GUNN



PAUL REED

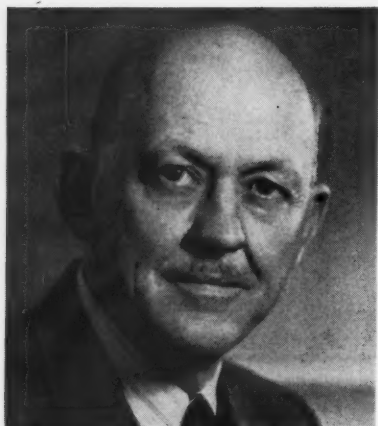


W. E. JONES, JR.

Republic National. Three new vice presidents named by the Republic National Bank are J. William Massie, who

continues also as comptroller; Cecil L. Murphy, formerly assistant vice president; and Paul C. Tedder, also elevated

from assistant vice president. Others advanced included J. Willis Gunn and Leon Rogers, promoted from assistant cashiers to assistant vice presidents; W. E. Jones, Jr., former auditor, named assistant cashier; and Paul Reed, a member of the auditing department for a number of years, elected auditor.



J. B. LAPSLEY



DAVID REED



ERNEST J. BARBER

First National. Ernest J. Barber, formerly chief examiner for the Federal Reserve Bank in Dallas, was elected vice president and assistant trust officer of the First National Bank. David Reed

was advanced from assistant trust officer to vice president and will retain his trust duties. J. B. Lapsley, vice president, was given the additional office of assistant trust officer.

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ROBERT C. AYRES

National City. Two new assistant vice presidents were elected by the National City Bank. They are Robert C. Ayres and Hamer H. Huffhines advanced from assistant cashiers. Mark Lemmon, Dallas architect, was elected to the bank's board of directors.



Oak Cliff Bank & Trust. Two advancements to assistant cashiers were made by the Oak Cliff Bank & Trust Company.

They are Earl S. Poland, right, above, and Wendell A. Hutchins, left.



C. E. CROSBY

Empire State. A new vice president named by the Empire State Bank is C. E. Crosby, who was advanced from cashier. W. Otto Frosch, Jr., was moved up to cashier as successor to Mr. Crosby. Two directors added to the board are Rudolph Schenkel, owner of Triangle Dairies, and T. W. Rutledge, a vice president of the bank.

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W. OTTO FROSCH, JR.

Greenville Avenue State. R. E. Alexander, Jr., a member of the firm of R. E. Alexander & Son, architects, was elected to the board of directors of the Greenville Avenue State Bank.

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WILFRED G. BRUCE

Love Field State. A new director named by the Love Field State Bank is J. B. Tucker president of the Guardian Underwriters Insurance Company.



H. K. YEAGER

Highland Park State. Three new officers named by the Highland Park State Bank are Wilfred G. Bruce, moved up from cashier to vice president; H. K.



J. W. MASSIE, JR.

Yeager, advanced from assistant cashier to cashier; and J. W. Massie, Jr., who joined the bank in 1946 and was made assistant cashier.

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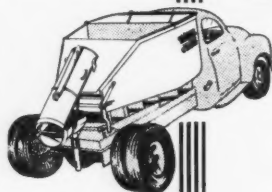
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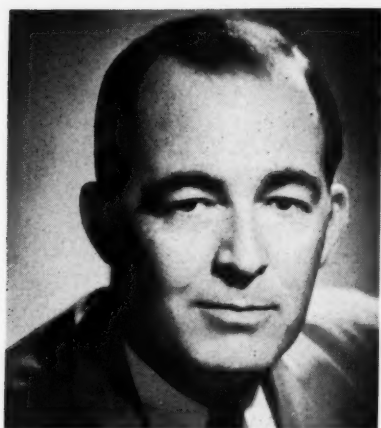
LEON THURMON



VERNON J. CAREY



R. J. DOWNS



J. D. BRUTSCHE



WILL MILLER



R. E. SCOTT

Dallas National. New officers named by the Dallas National Bank include Vernon J. Carey and Leon Thurmon, advanced to vice presidents; J. D. Brutsche, R. J. Downs, and Will Miller, moved up to assistant vice presidents; R. E. Scott, promoted to trust officer; and B. C. Hendrix, elevated to assistant cashier. Two new members of Dallas National's board of directors are C. B. Hasford, president of the Eastman Products Corporation, and Roy W. Hill, president of the Roy Hill Chevrolet Company.

drix, elevated to assistant cashier. Two new members of Dallas National's board of directors are C. B. Hasford, president of the Eastman Products Corporation, and Roy W. Hill, president of the Roy Hill Chevrolet Company.

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Hillcrest State Bank. Three promotions made by the Hillcrest State Bank were those of Robert C. Coke elevated to vice president; M. C. Sreenan named

assistant vice president; and E. M. Neilon made assistant cashier. Dr. A. J. Gill of Southwestern Medical College was added to the bank's board of directors.

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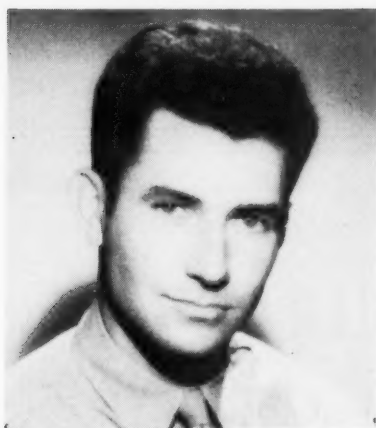
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TRAVIS BUCKNER



HARRY MEADOR



BILL LYDAY



JACK MORRIS

Texas Bank & Trust. Harry Meador, a director of the Texas Bank & Trust Company and manager of the bank's building, was elected a vice president in charge

of real estate. Three promotions were those of Travis Buckner, Bill Lyday, and Jack Morris to assistant cashiers.

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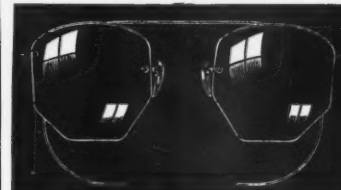
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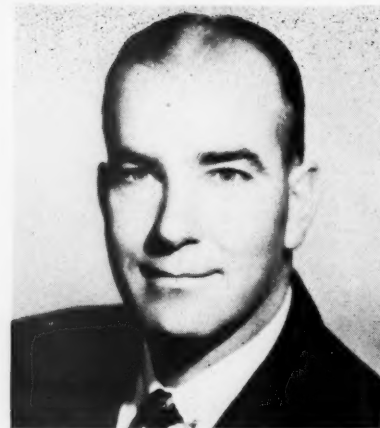
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Merchants State Bank. Three staff members were advanced by the Merchants State Bank: Albert W. Lewis, to vice president; and Ted Hermann and

William M. Isom, to assistant cashiers. New directors elected are Zellner Eldridge, general counsel of the bank; and George L. Dahl, Dallas architect.

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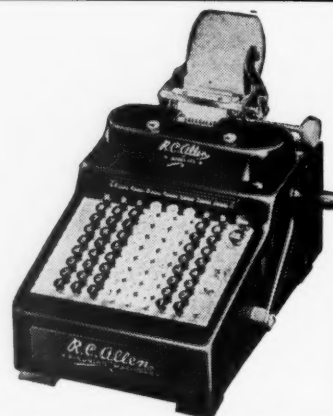
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R. P. McKINNIE



E. A. THAXTON

South Dallas Bank & Trust. E. A. Thaxton, who has been vice president and cashier, was elected executive vice president and a director of the South Dallas Bank & Trust Company. Clifford Thy-

fault was moved up from assistant cashier to cashier; R. P. McKinnie was advanced from assistant cashier to assistant vice president; and W. Morris Wallace, manager of the bookkeeping department, was made assistant cashier.

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J. W. LEE, JR.

Fair Park National. Walter F. Johnson, who became executive vice president of the Fair Park National Bank last September was named to the bank's board of directors.

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Mercantile National. A new vice president elected by the Mercantile National Bank is Clarence E. Sample, who was advanced from trust officer to vice president and trust officer. Four new assistant vice presidents named are Stuart Holloway, J. W. Lee, Jr., and V. R. Waller, elevated from assistant cashiers; and J. J. Nolan, was assistant director of the special services department. A. H.

Drebing was moved up from assistant trust officer to trust officer; R. L. Smith, formerly assistant auditor, was made auditor; and H. C. Fleming, who has been manager of the proof-transit department, was named assistant cashier. Clyde H. Alexander, president of the Creslenn Oil Company of Dallas, was added to the Mercantile's board of directors.

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Construction Unlimited

(Continued from Page 22)

Today's architects emphasize centrally located, carefully planned shopping districts of unified architectural design. All centers must plan for a careful equalization of services and goods offered and adequate parking facilities. Louis J. Hexter, developer of the planned Varsity Village at Northwest Highway and Preston Road, points out that "facility of parking is a cornerstone to the success of a suburban development."

It is planned that Varsity Village embody the central principles of a good shopping center. Located on some 11 acres, the shopping village will center within a two-mile radius an estimated 43,000 population. Overall drawings indicate a uniform, though not a carbon copy, design throughout. Close to three-quarters of the entire area will be zoned for streets and parking, providing for an estimated 875 automobiles. Neiman-Marcus Company will build its new town and country shop in Varsity Village.

Inwood Village. The first section of Inwood Village, on the southeast corner of Inwood Road and Lovers Lane, has been completed. The project will eventually cover 14 acres and will represent an investment of around 4,000,000. Architectural emphasis is on the floor-to-ceiling glass front with glass or aluminum trim. Plans include full width canopies over sidewalks to give protection to both the customer and the merchandise. Again in this center, parking and service areas will consume the large majority of the total area. W. W. Caruth, Jr., is the developer.

Wynnewood. Construction is expected to begin soon on Wynnewood Shopping Village at Zang Boulevard and Illinois Street, which is planned as a \$7,000,000 center to provide shopping facilities for the \$35,000,000-plus Wynnewood residential development, now about 25 per cent complete. Wynnewood Village will eventually cover 27 acres and will offer a theater, cafeteria, super markets, variety stores, and specialty shops. Parking capacity for at least 3,000 car is planned. The Dallas real estate firm of Majors and Majors is handling leasing of the village.

Airlawn Park. Tenants have already begun to occupy first units completed in the \$1,000,000 Airlawn Park Shopping Center under construction on a triangular tract of 10 acres bounded by Denton Drive, Hudnall Street, and the Denton

Road cutoff. The center will consist of five units, which will be under one roof but separated by 10-foot arcades. The property is owned by the Cherrywood Corporation; Cedar Springs Development Company is the general contractor; Major and Majors are the leasing agents; and Grayson Gill is the architect.

Half of a 390-foot-store-front shopping area is nearing completion in the Parkdale Addition, reports O. J. Parrott of the Parkdale Realty Company. Located on Military Drive and Lovett Street, the center will serve the 600-acre Parkdale development, in which 2,000 dwelling units have been completed during the last two and a half years. Another shopping district, to have 20 stores on 10 acres, is planned on a site at Scyene and Jean Miller Roads. Smith and Mills are the architects on a shopping center with a store area 487 feet long by 100 feet deep to be located at Plymouth and Fort Worth Road.

The Don Elliot Construction Company will build a shopping center at Hampton and Illinois, the site of the former Clearview Airport, which will serve an area being developed as a residential section, said George Chapman, construction superintendent at Don Elliot. Plans call for 500 front feet of stores and 150,000 square feet of parking area.

Development of the downtown Cedar Spring Shopping District has been given additional impetus with the restyling of the building at 2425 Cedar Springs and its opening as one of Dallas' newest smart restaurants, the Dolly Madison. The one and a half story frame structure had served for many years as the residence of one of the city's pioneer families, the James A. Smiths, but during the last decade has been a shop for the moulding of plaster picture frames.

George Foster Harrell was architect for the exterior remodeling of the old house, bought two years ago by Hugh E. Prather, Jr., and Richard A. Kella, realtors who have been active in giving the Cedar Springs area a face-lifting. Tatum, Alexander, and Quade, architects, designed the restaurant interior and Robert E. Salter was general contractor. Remodeling and restyling of the structure represented a total investment of more than \$35,000, and the specially designed kitchen and refrigeration equipment, china, silver, and linen added another \$20,000. Mr. and Mrs. William B. Goolsby are operating the Dolly Madison.

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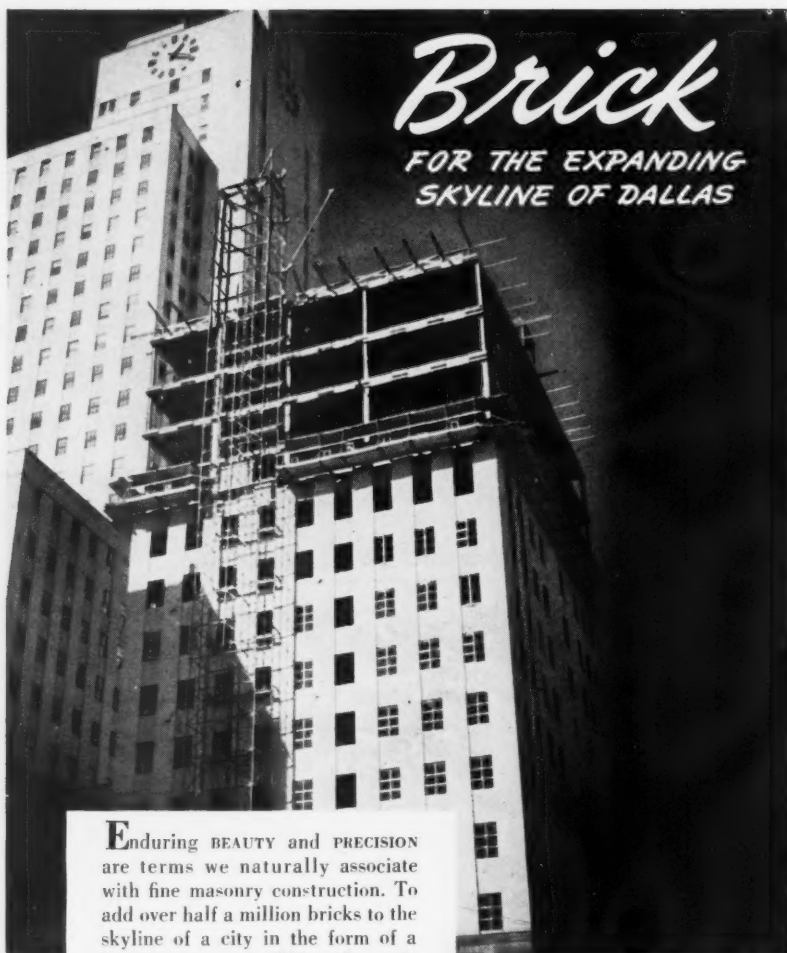
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MASONRY CONSTRUCTION in progress on the new Mercantile Securities Building, shown here as it rises 16 stories beside the Mercantile Bank, will add over half a million brick to the rapidly expanding skyline of Dallas.

A. W. BRUNSON

MASONRY CONTRACTOR

las industrial areas key spots in its 1949 expansion plans. The Katy's program calls for continuance of its intensive interest in bringing new industries to Dallas by active participation in industrial surveys, calls upon industrialists interested in opening up new fields, and the actual development of new industrial areas, pointed out R. J. Morfa, board chairman of the railroad.

What the railroad has done in the Love Field, Hudnall, Air Lawn, and other Dallas industrial areas, it plans to do in additional areas, Mr. Morfa said. Chief among the areas now benefiting from the Katy's industrial activity are the Garland and Northwest Dallas areas, where developments for the establishment of larger manufacturing operations are under way. This region has recently attracted such industries as the Kraft Foods Company, which is occupying the former Continental Motors plant; the B and B Pump Company; and the Emsco Manufacturing Company, which is building a new plant in the area. The Katy is also working on new industrial tracts to be opened in the Love Field area and plans new developments for heavy industry in the South Dallas area.

A new \$200,000 office and warehouse building at 2601 Mockingbird Lane has been occupied by Hudson Sales Corporation, distributing firm for Hudson automobiles. The plant is the base of sales, parts, and service operations for the Dallas zone which includes all of Texas and a part of Southern Louisiana. Sewell Motor Company, Dallas Lincoln-Mercury dealership, has a \$300,000 remodeling and expansion program under way at its plant at 1715 North Akard.

The State Fair of Texas, which has spent several million dollars in post-war construction at Fair Park including the new \$800,000 Automobile, Aviation, and Recreation Building and a \$1,280,000 expansion of the Cotton Bowl from 45,600 to 67,435 seats, completed in 1948, is getting ready to jump the seating capacity of the stadium up another 8,000 to 12,000 seats.

From this panoramic review of construction developments, one conclusion is inevitable. Dallas, like June, is "bustin' out all over." Perhaps, we'll be able to take care of that million population yet.

ROBERT B. HAMILTON has become president of the Beverly Hills Merchants' Association, succeeding JOHN V. MASEY. Other new officers are A. B. McDANIEL, vice president; and MRS. MILDRED PITTS, secretary-treasurer.

The March of Industry

Tank Production Started By General Steel Products

The newly organized General Steel Products Company began operations this month in its new plant at 919 West Commerce Street, which is equipped with machinery to fabricate all types of pressure vessels such as butane-propane tanks, refinery vessels, anhydrous ammonia tanks, and truck and trailer transport tanks.

The new company is owned and operated jointly by Bruce A. Tankel and Albert D. White. Mr. Tankel is a former manager of the General Tank Company of East St. Louis, Illinois. Since 1945 he has served as vice president of Butane Equipment Company of Dallas and of the McNamar Boiler & Tank Company of Tulsa, and also as plant supervisor to the general managers of Southland Steel Company of Dallas, Gulf Steel Tank Company of Corpus Christi, Denver Tank Company of Denver, and the General Tank Company. Mr. White served

for three years as manager for the Butane Equipment Company and was also formerly associated with the Southland Steel Company.

General Steel's plant houses offices, machinery, and steel supply. The firm has started production with 20 employees.

Morse Company. A Dallas branch office of Morse Twist Drill and Machine Company of New Bedford, Mass., has been opened at 1903 South Harwood Street, with James W. Cathey as manager. Wesley Anderson is assistant to the manager, and Mrs. Ida M. Lambert is office secretary.

Home Comfort Company. New quarters at 1400 South Harwood Street have been occupied by the Home Comfort Company, applicators of Johns-Manville materials and distributors of insulation, roofing, and siding materials. The new facilities for offices, warehouse, and truck space provide 3,000 square feet of storage area.

Clarence Talley Branch. Clarence Talley Auto Company, 800 North Pearl Street, has opened a sales and parts branch for Austin cars at 3015 Knox Street.

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Dallas Businessmen Buy Canning Company Control

A group of Dallas businessmen, headed by George W. Culler, has purchased control of Schmidt Canning Company, a San Benito, Texas, firm engaged in the canning of fruits and vegetables since 1915. Mr. Culler, who is president of the Thrift Packing Company of Dallas, is new president of the Schmidt company.

Vice president is J. William Ball, vice president in charge of sales of Thrift Packing; and secretary is Russell H. York, assistant general manager of Thrift Packing. The Dallas purchasing group also includes William G. McDaniel, traffic manager for Thrift; Robert L. Rolfe, structural steel engineer; G. B. McCombs, R. B. Smith, and Walter J. Lyman, the latter of Pittsburgh, Pa. R. M. Collins, former Schmidt president, is now chairman of the board.

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New 1949 Chevrolet Models Being Shown By Dallas Dealers

Dallas Chevrolet dealers began displaying last month the new 1949 models which represent complete restyling and include many body and chassis improvements.

The 1949 Chevrolets are available in two series, Fleetline and Styleline, with deluxe treatment, which puts emphasis on styling of fabrics, trim, and appointments, being optional in most body types. Ira L. McColister, a director of the Dallas Chamber of Commerce and Chevrolet dealer, is pictured at right with a Chevrolet Styleline de luxe four-door sedan.

The entire passenger compartment has been moved forward, lengthened, broadened, and lowered in the 1949 models, a manual gearshift has been substituted



for the former vacuum-assisted mechanism, with the lever remaining on the steering column, the steering wheel has

been lowered, the glass area has been increased, direct double-acting shock absorbers have been adopted for front and rear wheels, and the front fenders have been made a part of the body, with partial rear fenders being retained. No fundamental changes have been made, however, in the six-cylinder, valve-in-head engine.

In addition to the McColister firm, Dallas Chevrolet dealers showing the 1949 Chevrolet line are Doran Chevrolet, Roy Hill Chevrolet, Johnson Brothers Chevrolet, and Mohr Chevrolet.

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New president of the Dallas Clearing House Association is DeWITT RAY, president of the National City Bank, succeeding MILTON F. BROWN, president of the Mercantile National Bank. Other officers are J. C. TENISON, vice president; FRED S. MANSFIELD, re-elected secretary-treasurer, and GARY A. JONES and IRWIN C. PATTERSON, renamed assistant secretaries-treasurers.

MISS KAY TILLER, formerly with the "Edinburg Valley Review" and the "Brownsville Herald," has joined the Dallas office of Advertising, Inc., as publicity and copy writer.

PRIOR HIEATT is the new president of the Dallas Chapter of the Life Insurance Cashiers' Association. Other officers are MISS SALLY JONES, R. L. SHOE-MAKER, and MISS DOROTHY SHER-RILL, vice presidents; MISS HAZEL ROBERTS, secretary; MISS PEGGY LAWHON, assistant secretary; and T. K. WILLIAMS, treasurer.



Southwest Dealers See Studebaker Models at Dallas Advance Showing

New 1949 Studebaker passenger car models, displayed last month at the Hotel Adolphus to press and radio people and dealers in advance of public showings, incorporate improvements highlighted by new interior styling. In some models, the seat backs and cushions are in different and harmonizing patterns set off by two-tone contrasts between upholstery and the side-walls and headlining.

The Studebaker line, which continues the Raymond Loewy design, includes the Commander five-passenger Starlight coupe with its panoramic windows, shown above.

Improvements in the 1949 models include increased luggage space in the trunk, redesigned wrap-around bumpers, a parking brake with a push-button release to guard against accidental releasing of the brake, and chassis changes which include refinements stepping up performance in both the Commander and Champion engines.

More than 300 Studebaker dealers from three states gathered for the advance showing arranged by W. E. Roberts, regional manager at Dallas. Studebaker officials in attendance included

ROY McKINNEY, local advertising manager of "The Dallas Times Herald," has been named vice president of the Texas Newspaper Advertising Managers' Association.

MYRON EVERTS, general manager of Arthur A. Everts Company, has been named a director of the Jewelry Industry Council.


H. S. Vance, chairman of the board and president, and K. B. Elliott, vice president in charge of sales.

J. EDWARD JOHNSON has moved to Dallas from Brownwood, Texas, to become a partner in the law firm of Bohannon & Prescott, which has become Bohannon, Prescott & Johnson, with offices in the new M & W Tower.

MRS. CLARA FUQUA, formerly an assistant buyer in the sport shop of Neiman-Marcus Company, has been made buyer in the teen-age department of the children's shop, succeeding Miss Betty McDuff, who resigned to be married.

President for 1949 of the Dallas United States Department of Agriculture Club is MENO SCHOENBACH, chief of the Southwest area information branch, Production and Marketing Administration. Other officers are TOM W. DAWSEY, first vice president; L. A. MACHEMEHL, second vice president; TULANE S. SMITH, treasurer; and MRS. MARTHA IBANEZ, secretary.

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New Morris Cars Are Shown at Lynch Premier

For the American premier showing of new post-war, British-made Morris Minor models, S. H. Lynch & Company recently brought to Dallas by air from London a two-door sedan in the Morris Minor line.

The automobile is pictured at right just before being unloaded at Love Field. E. D. Furlow, vice president of the import division of the Lynch company, is shown at lower left watching the operation.

Features of the Morris Minor two-door sedan include 30 to 35 miles per gallon of gasoline, body and chassis in a single-steel unit, independent front suspension, four-wheel brakes, streamlined styling, left-hand steering and steering-column gear shifts like American cars, and seven cubic feet of luggage space.

The Morris Minor sedan and a convertible sell at \$1,595 in Dallas. The Morris Oxford four-door sedan, which delivers in Texas at \$2,195, was also



shown at the Lynch company American premier.

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Construction Building. The Reserve Life Insurance Company has purchased the seven-story Construction Building, South Akard and Wood Streets, from Frank H. Abel and will consolidate its Dallas offices in the structure. The name will be changed to the Reserve Life Building. The insurance company has abandoned its plans to erect a home office building on a site it purchased last year at Lemmon Avenue and Welborn Street.

New directors of The Frito Company of Dallas and its related industries include MRS. ALICE RUPE, treasurer, Fluffs, Inc.; PHILIP USRY, treasurer, The Frito Sales Company; D. H. THOMPSON, treasurer, Potato Specialty Company; GEORGE P. PARKER, vice president, The Frito Company, western division; and WILLIAM H. FOSTER, treasurer, The Frito Company, western division.

Formerly field service engineer for the Radio Corporation of America Service Company, A. G. BERG has been named region 16 sales representative for the Dallas area for RCA's visual products division.

JAMES R. STEVENSON has been named North Texas district passenger agent at Dallas for the Gulf, Mobile & Ohio Railroad Company, Alton Route.

Foreign Trade Inquiries

EDITOR'S NOTE: Statements under this heading are based on information received by the Dallas Chamber of Commerce but are not guaranteed by the Chamber or DALLAS. Details may be obtained from the Foreign Trade Department, Dallas Chamber of Commerce. Please refer to code.

4912/N. **New York.** Exporter wishes to purchase railroad ties for shipment to Greece.

49D2/R. **Italy.** Trieste firm has natural Mediterranean sponges for export.

49N2/R. **Brazil.** Rio de Janeiro concern wishes to export harmonicas.

49D2/C. **Puerto Rico.** San Juan broker wants to appoint a representative in Dallas to handle hand-made handkerchiefs and scarves for women.

49D2/A. **El Paso.** Concern has for sale from Mexico white pine lumber, mill run.

49D2/CFC. **England.** London manufacturers have for export tweeds, leather goods, table porcelain, table silver, cut glass, and gold jewelry.

49D2/N&C. **Brazil.** Santos firm has for export bamboo poles for industrial fishing, amateur fishing, rugs, and furniture.

49D2/MH. **England.** Leeds exporter wishes an agent for Texas to handle the "Meyrille" brand of men's suits and overcoats.

49D2/GAR. **Mexico.** Coyoacan art gallery offers for sale original paintings and reproductions, French mirrors, Florentine frames, and handcarved chests.

49D2/FM. **Mexico.** Firm in Torreon wishes to import mule or horse-drawn cotton field equipment.

49D2/G. **Mexico.** Monterrey manufacturers' agent wishes to represent North American firms in Mexico.

4912/AdS. **Mexico.** Yucatan concern wants to export honey in quantity lots.

49D2/D. **Venezuela.** Manufacturers' agent wishes to contact North American firms interested in exporting their products to Venezuela.

49D2/C. **Argentina.** Cordoba firm wants to import industrial and farm machinery; tools, lathes, railway materials, oil pipe lines, iron and steel sheets, hardware, pumps, and diesel engines.

49S2/BS. **Japan.** Tokyo concerns wish to export camphor, candies and confectioneries, canned foods, celluloid articles, ceramics, chemicals, cotton piece goods, glasswares, optical goods, paper and pa-

per articles, rubber goods, silk fabrics, soap, toys, watches and clocks, and woolen goods; and wish to import automobile parts and accessories, ball bearings, building materials, fats, feeds, fertilizer, foodstuffs, machinery, oil seeds, vegetable oils, used clothing, and starch.

49N2/PC. **San Francisco.** Firm needs for export one car each of Timothy hay No. 1 and No. 2, milled alfalfa, clover hay mix, oats, bran, and alfalfa milled to powder.

49D2/BB. **Italy.** Castelfidardo manufacturer wishes to export accordions.

4912/ICEM. **Mexico.** Mexico City exporter wishes to export lithines, hair dressings, and shampoos to the United States.

49D2/MP. **New York.** Firm wishes a representative for Texas for a line of Swiss embroideries, plain goods, edgings, and insertions.

4912/A&F. **England.** London manufacturer wants an agent for Texas for his line of carpets.

4912/CGofB. **Belgium.** Nimy manufacturer wishes to export refrigeration compressors.



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Dale Miller

(Continued from Page 7)

would be difficult, for example, to name a new Senator who is not more "liberal" politically than the opponent he replaced; and many of the newcomers, like their colleagues in the House, are indebted to the President's whirlwind campaigning for their own recently acquired eminence. Consequently, it would appear that the Administration program should anticipate little effective hostility in the Upper Chamber.

There are mitigating factors, however, which make the situation in the Senate

less secure for the Administration. To begin with, the Administration leadership is not as strong in the Senate as it is in the House, while on the other hand many of the most influential Democratic Senators are conservative Southerners who owe little or nothing to the effective campaigning of the President last fall. Furthermore, the legislative machinery is free and undisciplined by contrast with that in the House, and the Senate has thus far resisted persistent efforts to change its time-honored rules, such as that pertaining to unlimited debate. Consequently, there are means of resistance

in the Senate, and there are Senators quite ready to employ them. It thus seems likely that at least a part of the Truman program which has relatively smooth sailing in the House will encounter some troublesome political reefs in the Senate.

In evaluating the prospects for enactment of the Truman proposals, however, it would be well to take the perspective of years, not months. What is being proposed is not so much an explicit blueprint for immediate action as it is a broad-gauged and far-reaching program for the future. And this program is to be measured not in terms of specific legislation but in terms of a comprehensive political philosophy which is a clear departure from the American system as it was understood not many years ago. The new ideology is frankly paternalistic in concept and will prove collectivistic in execution. The trend is unmistakable and the pressures are strong.

GEORGE GREEN, formerly sales and advertising manager of I. Taitel & Son, Chicago, has joined the Conro Manufacturing Company of Dallas in a similar capacity.



THE Ben Griffin Truck Center is a separate Ford Truck Dealership authorized to serve truck owners and fleet operators in Dallas. This new dealership will specialize in sales of Ford Trucks, service and repair of Ford Trucks, and will also offer a complete line of Ford parts for truckers and fleet operators.

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EMPLOYMENT SERVICE

Ruby Thompson

(Continued from Page 24)

"I've never found a single student who, if he or she conscientiously wanted to learn, was not able to pilot a plane correctly and safely," said Miss Thompson, "and I've had them as young as 16 and as old as 65."

As the enrollment grew, Miss Thompson became desirous of owning her own school, and in June, 1948, purchased the school at the Second Avenue Airport. The present enrollment of the school is 50 students, including two girls.

"I owned three planes—two Aeronica Champions and one Army surplus Stearman—when I began teaching," she said. "I had seven trainers when I took the school over on my own—four Aeronica Champions, one Luscombe, one AT6, and one BT Vultee 13, which the Army had used for advanced training."

Miss Thompson, who has clocked more than 5,000 solo hours, says that it takes about eight months to turn out a good pilot. One hundred and fifty of her former students are now qualified flyers, three with instructors' ratings. Billy Kellan, one of her first students, assists her at the school. She has three other instructors: Norman Riechers, who is chief pilot and manager of the school; Leonard Wheat, who teaches primary aviation; and Voll Crowley, flight ground school instructor and A & E mechanic for Miss Thompson. Mr. Riechers, a former AAF lieutenant with every rating a pilot can gain, is the CAA examiner for the Second Avenue Airport school.

In addition to her school and grocery store enterprises, Miss Thompson has time to make a weekly commercial flight to California in an especially equipped refrigerated plane to bring back some \$1,500 worth of orchids for three Dallas wholesale florists.

"My hobby is also aviation," declares Miss Thompson. "I am most anxious that all of North America be adequately air minded. For this to be true, each town large enough to have even a dozen or so houses must be marked so that pilots can tell their exact location. The 99 Club sponsors this work, and I have flown all over East Texas contacting Chambers of Commerce, school boards, civic groups, and the like to point out the importance of air marking. I believe that Texas is now the best air-marked state in the Union, for it seems to me that twice as many towns have been marked in Texas as in any other state."

Air marking is most effective when

done by placing the town's name and any other pertinent information possible on a flat tin roof or on a water tower, she believes. Orange and black have been found to be the best all-weather colors from the standpoint of visibility, she pointed out.

Many years ago, Miss Thompson

thought she was going to make a trans-Pacific flight. Plans fell through unexpectedly, but that hop is still one of her aviation dreams.

"My primary ambition, though," she said, "is to win the national women's speed race this year. After that—I'll start working on another goal."

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We are proud of the way Dallas is growing, the way it is getting to be a better and better city in which to live. . . . And we want to do everything possible to accent this development.

As all travelers to this section know, one of Dallas' greatest needs is for additional first-class hotel accommodations. We believe we can be of real service in helping to meet this need.

On January 1, 1949, we became operators of the 10-story, 153-room property at Houston and Jackson streets which for years has been operated as the Scott Hotel. We are now in the process of making all the necessary changes to give the people of Dallas and the Southwest a fine hotel. From rooftop to basement, the building is being reconditioned, equipped with the latest fixtures, and redecorated by skilled architects to offer to the traveler an address of distinction. Our plans call for air-conditioning, too, for a new front on the building, a new name for the hotel. In fact, as you can readily see, we will give Dallas the equivalent of a new hotel modern in every detail.

JOHN GENARO

M. A. GENARO

those who compare
ALL the costs say:



You also save VALUABLE TIME...
You save on MEALS and TIPS... You
save on LODGING... You save on
INCIDENTALS... AND YOU
PROFIT BY COVERING MORE
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BUSINESS CONFIDENCE Built on Years of Service

★ Old firms like old friends have demonstrated their worth through long periods of prosperity and adversity. The firms listed on this page have served Dallas through the years. They are counted as "old friends" by thousands of satisfied customers in the Dallas Southwest.

Established

1869 PADGITT BROS. COMPANY

Leather Goods—
Wholesale and Retail

1869 THE SCHOELLKOPF COMPANY

Manufacturers and Wholesale
Distributors

1872 DALLAS RAILWAY & TERMINAL CO.

Street Railway

1872 SANGER BROS. DEPT. STORE

In Dallas Since 1872
In Texas Since 1857

1875 FIRST NATIONAL BANK IN DALLAS

Banking

1876 TREZEVANT & COCHRAN

Insurance General Agents

1876 FAKES & COMPANY

Home Furnishings

1885 MOSHER STEEL COMPANY

Structural Reinforcing
Steel and Machinery Repairs

1889 J. W. LINDSLEY & COMPANY

Real Estate, Insurance

Established

1889 METZGER'S DAIRY

Dairy Products, Wholesale
and Retail

1890 WILLIAM S. HENSON, INC.

Printing and Advertising

1893 FLEMING & SONS, INC.

Manufacturers—Paper and
Paper Products

1900 THE MURRAY CO. OF TEXAS, INC.

Carver Cotton Gin Division 1907
Boston Gear Works Division 1880
Industrial Supply Division 1907

1900 JOHN DEERE PLOW CO.

Agricultural Implements

1902 CULLUM & BOREN COMPANY

Wholesale and Retail
Sporting Goods

1903 REPUBLIC INSURANCE COMPANY

Writing Fire, Tornado, Allied
Lines and Inland Marine
Insurance



The scene above on Main Street looking east at Akard Street, photographed 60 years ago, reveals that traffic regulation was not one of Dallas' most pressing problems in 1889, the year in which the pioneer real estate firm of J. W. Lindsley & Company was founded by Philip Lindsley and Henry D. Lindsley. The Lindsley organization has been closely identified with the growth of Dallas through the years, and today has one of the largest rental departments of any real estate firm in the South. J. W. Lindsley joined the firm in 1894 and later bought the business. Three members of the Lindsley family are today identified with the firm, which has always been in the immediate area of its present location at 1209 Main Street. They are Porter Lindsley, present head of the company; his brother, J. W. Lindsley, Jr.; and his son, Joe Lindsley.

Established

1903 FIRST TEX. CHEMICAL MFG. CO.

Pharmaceutical Manufacturers

1911 GRAHAM-BROWN SHOE COMPANY

Manufacturing
Wholesalers

1912 STEWART OFFICE SUPPLY COMPANY

Stationers—Office Outfitters

1913 BROWNING-FERRIS MACHINERY CO.

Construction Equipment

Established

1914 TEXAS EMPLOYERS INSURANCE ASS'N

Workmen's Compensation
Insurance

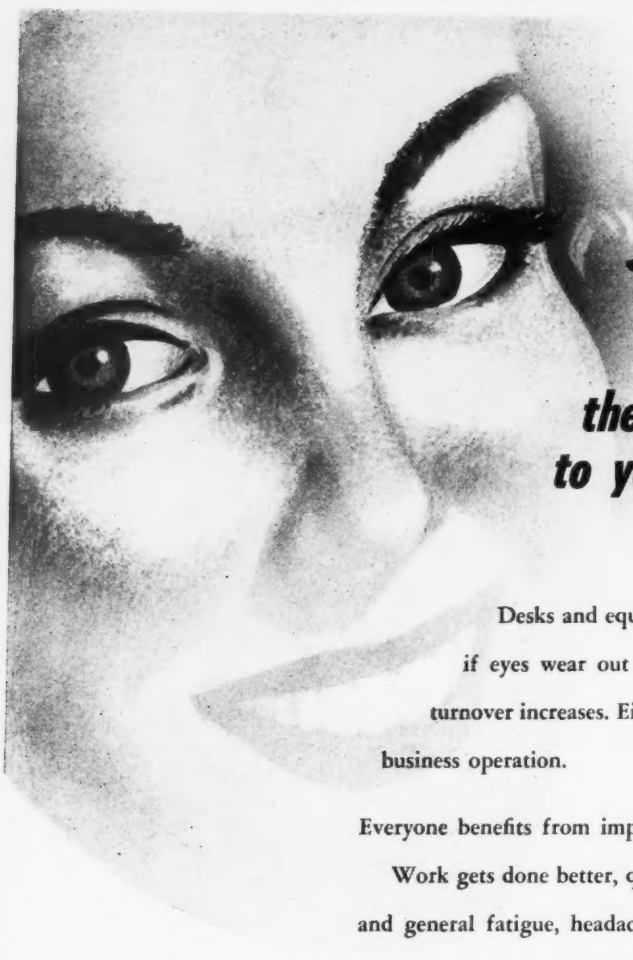
1914 HIGGINBOTHAM-BAILEY CO.

Importers - Manufacturers
and Distributors

1916 CITY TRANSPORTATION COMPANY

Taxis—Rent-A-Car and
Automobile Storage





Human Eyes...

the most valuable asset to your business

Desks and equipment can be repaired or replaced. But if eyes wear out efficiency goes down and employee turnover increases. Either one or both are detrimental to good business operation.

Everyone benefits from improved lighting, including management.

Work gets done better, quicker and more cheerfully. Eyestrain and general fatigue, headaches and short tempers are cut to a minimum in the pleasant atmosphere of a properly lighted office.

But good lighting doesn't mean just a few additional fixtures or using brighter bulbs. You should have a plan which will enable you to get the right *kind* of lighting and the right *amount* of light in the right *places* from the right *direction* to meet specific needs of your office. Plan your lighting the same way you plan your business—it will protect your most valuable asset.

Call a competent adviser who can show you how to step up efficiency in your office or plant... cut down losses with light. Call Central-9321 —Station 368.



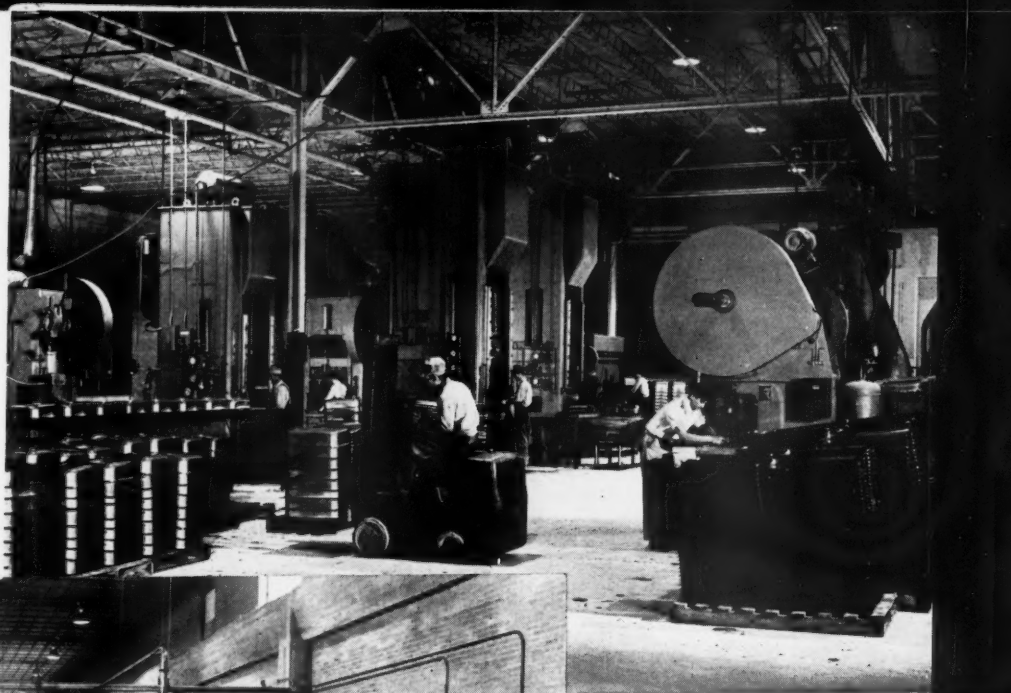
See your dealer for electric appliances  Depend on us for good electric service

DALLAS POWER & LIGHT COMPANY

From ENGINEERING To FINISHED PRODUCT

Verson Manufacturing Company provides for your use one of the most modern and extensive facilities in the entire South.

Here, in one coordinated operation, you may secure a complete service from Engineering to Production—scientific development . . . manufacture of your tooling . . . fabrication of your parts, according to your needs . . . eventual transfer of your tooling and complete equipment to your own plant as your requirements warrant . . . new presses to fit your needs.



A partial view of the big Press Room, showing some of the larger presses in production.



ABOVE: The completely equipped Tooling Shop, where punch press dies are made to high standards of precision. Shown in the background are the large planers used in making press brake dies.

RIGHT: The Engineering Department is maintained for your service in development of your tooling and fabrication. Here are established the foundations of profitable production.



NEW, COMPLETELY EQUIPPED PLANT

More than 50,000 square feet of shop space . . . railroad trackage inside building . . . crane and heavy handling equipment . . . presses from the smallest OBI's to 1000-ton capacity . . . complete tooling shop . . . auxiliary equipment—all ideally suited to produce your deep drawing stampings and other press work.

Let's Talk it Over

We'll appreciate the opportunity to discuss our facilities with you and to quote on your stamping requirements.

Also Southwestern Representatives for the Verson Allsteel Press Co. of Chicago, originators of Allsteel Welded Presses, Manufacturers of Mechanical Presses, Hydraulic Presses, Open Back Inclined Presses and Press Brakes.

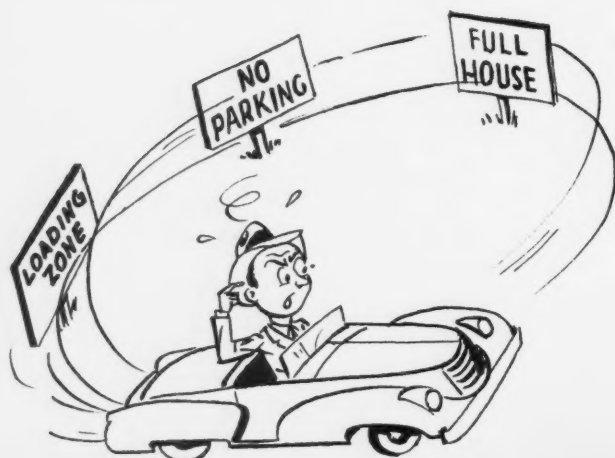
VERSON MANUFACTURING CO.

HOLMES STREET AT LEDBETTER DRIVE—P. O. BOX 9128

— DALLAS —

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No. 4



ONE SURE WAY TO BEAT OLD MAN WINTER

When the bottom drops out of the thermometer and the wind, with its icy fingers, reaches through your overcoat, just do your banking from your car. You'll surely appreciate the added convenience of Drive-in-Deposit this cold weather. No parking worries... no time-consuming walks for business firms with an account in the "Big Friendly Bank for Everybody."

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Drive into our building, using the Commerce Street Entrance, and make your bank deposits without ever leaving your car. Save time and trouble... get back on the job without delay.



MERCANTILE NATIONAL BANK

MEMBER FEDERAL DEPOSIT INSURANCE CORPORATION

